VOGUE



COLLEGE ISSUE

"AMERICAN ACCENT"
FASHIONS
for the
Smart Girl
in and out of
College

Incorporating Vanity Fair

August 15, 1950

Price 50 Cents in U. S. and Canada

$1.00 All Other Countries

COPYRIGHT 1950, THE CONDÉ NAST PUBLICATIONS INC.

LUXURIOUS CLOUD-DRIFT BY *Stroock* FASHIONED BY *Harry-Williams, Ltd.*

The casual look achieves new elegance in these coats by Harry-Williams, Ltd. in Stroock's Cloud-Drift.

Left: Brief with an air of bravado, extravagantly pocketed. About $69.95. Right: Graceful, full length coat . . . shawl-collared . . . double-breasted. About $85. Both in Fall's richest colors. Sizes 10 to 18. Quality lined with Duchess rayon.

At fine stores in most cities or write: Grossman & Spiegel, Inc., 512 Seventh Avenue, N. Y. 18.





Watch the big, big plaid—

bare-topped and bulky—

thick wool bound with velvet—

this is our college date look, 27.95—

its Italian velveteen jacket, 29.95—

the College Shop

Lord & Taylor—New York,

Manhasset, Westchester, Millburn

Adelaar

"GO-TOGETHERS"

wonderful college connections in pure wool jersey



Start with a perfect skirt in black, navy,

hunter green, brown or grey heather. Sizes 10 to 18, about $7.95*.

Then take a blouse with a diagonal stripe...grey heather streaked with red, blue or black; tan with brown.

About $7.95*. Add another with a crossbar of color...grey heather barred with navy; tan with brown; navy with red; red with black;

black with tangerine. About $7.95*. Top it with a piped surplice...white, beige or

grey heather, all with black piping; navy with yellow; red or apricot with navy. About $6.95*. All the blouses in sizes 32 to 38.

For store nearest you, see Vogue's Buying Guide, pages 178, 179 and 180—or write Adelaar, 525 Seventh Avenue, New York City.

*SLIGHTLY HIGHER IN THE WEST

Vogue
August 15th, 1950

VOGUE incorporating Vanity Fair is published semi-monthly except for the months of January, June, July and December, when it is published monthly by The Condé Nast Publications Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscriptions $7.50 a year in U. S. A.

Vol. 116, No. 3
Whole No. 1853



SAN FRANCISCO • SEATTLE • OAKLAND • LOS ANGELES • BEVERLY HILLS • PASADENA • SANTA BARBARA

SHORT HANDLES

WITH GOLDEN HANGERS . . .



FULL LEATHER LINING

AND ZIPPER

COMPARTMENT . . .



it's the little things . . . that will make you fall in love with it

Jana

So many wonderful little things . . . and they add up to a beautiful handbag that goes everywhere, holds everything, wears superbly.

Black and a wide, wide range of fashion colors in calf and mocha suede. Littlest thing of all . . . the price of fifteen dollars.



JANA HANDBAGS, INC., 232 MADISON AVENUE, NEW YORK, N. Y.

Mangone coat of Pola Stout's ombré worsted ratine..
collaboration of weaver and designer, harmonizing
cloth and cut. In Baltimore, only at **HUTZLER'S**





here's Jantzen with a line-up of the most wonderful new bras... a new kind of uplift that lasts through wearing and washing, does the same in the long run as it does the first day you wear it. The trick is in the concentric stitching that creates the perfect mould and, holds it, even in the sheerest fabrics... and there's special Jantzen magic providing forever wearing ease... assuring forever freedom from binding and pinching. Sheerest nylon, nylon taffeta, lace or finest broadcloth... in your favorite style...white and pink...2.00 to 5.00...at fine stores.

Jantzen® makes these wonderful new BRAS

JANTZEN FOUNDATIONS DIVISION, EMPIRE STATE BUILDING, NEW YORK

traditional as your college colors

classic as English lit

casual as your first campus date

Chinese cashmeres by Regina

Marshall Field & Company
Chicago

Fashioned for big weekends, big games . . . all so very new-semester looking in classic and collared styles, in clear colors only the softest of cashmere can capture. Apricot pink, baby blue, gold, navy blue, dark green, light natural or white. Sizes 34 to 40.

Sports Room — Sixth Floor, Middle, Wabash



1 2 3 4 5

Personal Shopping Service
MARSHALL FIELD & COMPANY
111 N. State Street, Chicago 90, Ill.
Please send me these Regina Cashmere sweaters:

☐ Charge my account ☐ C.O.D.
☐ Money order or check
(Do not send currency or stamps)

Style	Color	Size	Quantity	Cost
.....	.....	.....	.....	.....
.....	.....	.....	.....	.....
.....	.....	.....	.....	.....
			Total	.....

Name..... Address.....
(Please print in pencil, ink may blot)

City..... Zone..... State.....

Add 2% Illinois Retailers' Tax on purchases to be delivered in Illinois. Postage extra outside our regular delivery zone.

157—Vogue—8-50

1 Turtle neck pullover with long sleeves, $16.95

2 Short-sleeved pullover with dress-up collar, $14.95

3 Collared short-sleeved cardigan, $17.95

4 Short-sleeved pullover, $12.95

5 Matching cardigan, $16.95


Imagine you
in a suit
as beautiful
as this!
tailored by Handmacher
• Here's the art of suitmaking
raised to its highest peak . . . the perfect fit,
precise tailoring, masterful handling
of line and fabric that a suit always has when it wears
that proudest of labels, "tailored by Handmacher".
Finest wool brillianteen or gabardine in
black and glowing autumn colors;
10 to 20, 9 to 15, or new
proportioned sizes 10½ to 20½.
65
For fashion folder write Dept. V9
HANDMACHER-VOGEL, INC. • 533 SEVENTH AVENUE, NEW YORK 18

Just as a couturier
designs my suits
a milliner my hats
a furrier my furs



...my face powder
is made to order!



. . . hand blended exclusively for me . . . to match my skintone . . .
to enhance it by adding the tints it may lack . . . to help me
make the most of my beauty and the fashions I wear. All this in but a few
moments . . . right before my eyes. $2, 3, 5 the box. Introductory size, $1.
(ALL PRICES PLUS TAX.)

Charles of the Ritz

Timber Tone

BREV



JAUNTY

Another first by Air Step ... a brand-new fall color in a grand new group of smart Air Step Softies. Crafted carefully in supple leather by Donovan. See Timber Tone Softies at your Air Step store now! Air Step Division, Brown Shoe Company, St. Louis.

Shoes illustrated,

7.95 and 8.95

Higher Denver West

Handbag to match, 7.95





NITA

Air Step SOFTIES

the shoe with the youthful feel

A Product of Brown Shoe Company


Lyle & Scott
MADE IN SCOTLAND
100% PURE CASHMERE
Lyle & Scott
100% PURE CASHMERE
The
Hall-mark
of Scottish
Cashmeres
and Tweeds
STEPHEN FAY
© LYLE & SCOTT, LTD., HAWICK, SCOTLAND
NEW YORK, 17 EAST 37 STREET

MIRON INTRODUCES "TWIN WORSTEDS"...
JERSEY AND FLANNEL, MADE FOR EACH
OTHER OF THE SAME SUPERB YARN.
IDENTICAL TONES...TWIN TEXTURES...
A WONDERFUL NEW FASHION EFFECT.



Miron woolens

Shown here in separates by SLOAT. 100% virgin wool. Miron Mills, Inc., 51 Madison Ave., N.Y.

CARSON'S COLLEGE CARAVAN

Carson's College Board . . . our panel of girls-in-the-know from campuses North, South, East and West say . . . these fashions are "In the Cards."



Maselli

Suit selection by Majestic, . . tailored of Juilliard's lightweight fine-wale corduroy. Wear either one for classroom decorum . . . or with decorative accessories for dates. Both come in dark green, auburn rust, navy, fuchsia red, tan apricot, dark brown. Sizes 10 to 18. College Caravan, fourth floor.

(Left) Club-collared suit (#V96) **14.95** (Right) Notched-lapel suit (#V97) **14.95**

Carson Pirie Scott & Co.
Chicago

Mail your orders to Carson Pirie Scott & Co., Chicago. For Illinois delivery, add 2% tax. Add 15c postage per item outside delivery area.

You'll get "rushed"...

but never crushed in a Botany wool knit

Look your smoothest in this two-piece wool knit by Barbara Carol. Packs like nothing at all, and wears like everything. Sizes 10 to 20 (#V98) in pine green, pumpkin, cider, tan, winesap, navy, turkey red. Sizes 9 to 15 (#V99) in green, pumpkin, navy, red. College Caravan, fourth floor. **25.00**



Carson Pirie Scott & Co. Chicago





This Rivilo embroidered blouse of washable tissue faille takes on the character of whatever you wear it with . . . and you'll wear it with everything. In white, pink, beige, or green. Sizes 32 to 38. Carson Pirie Scott & Co., College Accessories, first floor, Wabash. (#V101) **5.95**



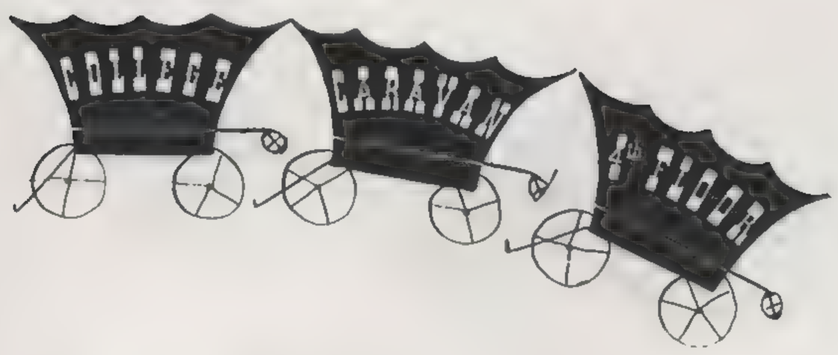
"It's in the cards" . . . the pouch handbag by Marbett. Beautifully made of polished calf with covered frame, faille lining, and attached coin purse. Black, brown, navy, or red. Carson Pirie Scott & Co., College Accessories, first floor, Wabash. (#V102 . . . add 20% Federal Tax) **8.50**



A wool jersey classic . . . in a class by itself

It's a Winfield dress . . . with a smart use of wool braid, and lots of good fashion sense. In beige with brown, aqua with brown, grey with navy. Sizes 10 to 18. Carson Pirie Scott & Co., College Caravan, fourth floor. (#V100). **17.95**

Pen your orders to Carson Pirie Scott & Co., Chicago. For Illinois delivery, add 2% tax. Add 15c postage per item outside delivery area.





The head-hugging helmet by Gloria Hats, Inc. Beautiful day and night, dutiful in a wind, and a breeze to pack. Black, brown, navy velvet. Or gold, red, kelly, beige, russet, grey, royal velveteen. Adjustable headsize. Carson Pirie Scott & Co., College Hat Box, fifth floor. (#V103) **3.00**



We took your after-five life in our hands when we asked Shalimar to make up these velvet gloves. Wrist-bone shorties with banded bow top, cotton palms. We had them made in black, sizes 6, 6½, 7, 7½. Carson Pirie Scott & Co. College Accessories, first floor, Wabash. (#V104) pr. **3.00**



If you like sweaters...

you'll love

Jantzen's Kharafleece

Soft and lush as cashmere, but infinitely more practical. These sweaters are nub-proof, fast-drying, and crease-resistant. Moth-proof, too, and thrifty enough to buy in pairs. Heavenly colors: amber, lime, crystal blue, copper, red, navy. 34 to 40. College Caravan, fourth floor.

(Top)
Short sleeve pullover (#V106) **7.95.**
Classic cardigan (#V107) **10.95**

(Left)
Turtle neck sweater (#V108) **7.95.**
Jerkin (#V109) **7.95**

Up to your chin

in chinchilla...

... in Sycamore's superb shortcoat. Tailored of fashion's pet fabric, Metcalfe's chinchilla. With tulip collar, pouch pockets, and separate leather belt. Truly warmth without weight. Navy, red, brown. Sizes 10 to 20. Carson Pirie Scott & Co. College Caravan, fourth floor. (#V105) **59.95**

Carson Pirie Scott & co Chicago

Shop at home . . . Write Carson Pirie Scott & Co., Chicago. For Illinois delivery, add 2% tax. Add 15c postage per item outside delivery area.

"It's in the cards"...

jersey and braid

An Adelaar blouse featuring three fashion trumps . . . pure wool jersey, braid, and dolman sleeves. In vanilla, red, or gold, with black piping. Or in navy, black or green with red. Sizes 32 to 38. College Caravan, fourth floor. (#V110) **5.95**



Carson Pirie Scott & co Chicago



Coeducational . . .

skirt and boy-coat

By Chelsea Sportswear. Fully-lined corduroy jacket with vent back, leather buttons. Dark green, grey, brown, orange, cinnamon. Flannel skirt (non-sag) with slit pockets . . . bankers grey, black, brown, dark green. Both in sizes 10 to 20. College Caravan, fourth floor. Jacket (#V111) **14.95** Skirt (#V112) **10.95**





Double on nothing—two rows of rhinestones to glitter on bare shoulders. Coro collar to wear beautifully with its matching bracelet and earrings. Carson Pirie Scott & Co. Jewelry, first floor. Add 20% Fed. tax . . . (#V115) Earrings, **2.00** (#V116) Bracelet, **2.00** (#V117) Collar, **4.00**



Keep your eye on him in an Overton photo frame. 24 kt. gold plate or silver plate . . . both beautifully buffed. In 5″ x 7″, 8″ x 10″, 7″ x 5″, 10″ x 8″ sizes. Also double frames. Carson Pirie Scott & Co., Picture Frames, sixth floor. Double frame (#V118a) **6.95** Single (#V118b) **2.95**

"It's in the cards"...

our lucky card scarf

Long silk ascot by Glentex, ace-high for low necklines. Black, grey, or green with red. Carson's College Accessories, first floor, Wabash. (#V113) **2.00**



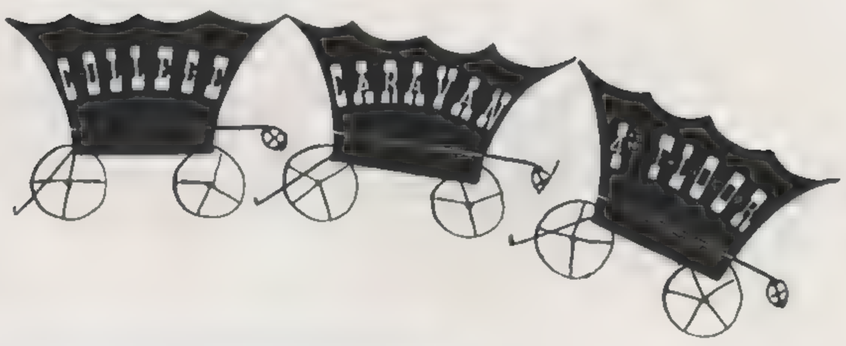
Won't-shrink,

dry-in-a-wink nylons

Spun nylon anklets by Hub . . . long-wearing, super-soft. White, blue, pink, yellow. Sizes 9 to 11. Carson's Hosiery, first floor. (#V114) **1.00** pair, 3 pairs **2.75**

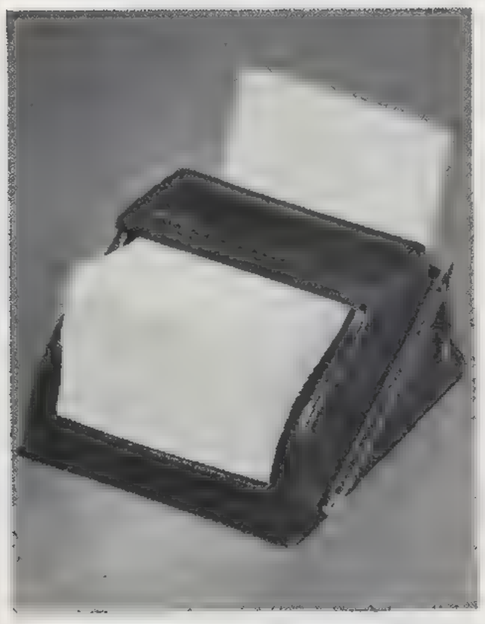


Mail orders invited . . . Carson Pirie Scott & Co., Chicago. For Illinois delivery, add 2% tax. Add 15c postage per item outside delivery area.





"It's in the cards" . . . to get up every morning. Do it to the sweet tune of this good-looking Phinney Walker travel alarm clock. With radium dial. In a handsome folding case in pigskin tan, maroon, or blue. Carson Pirie Scott & Co., Clocks, first floor. (#V119 . . . add 20% Fed. tax) **8.95**



Permo Side-Kick, Jr. by American Binder Co. holds automatic pencil magnetically at its side. Indispensable on desk, by the phone. With 700 memo slips, and rack for reminders. Brown, blue, green, maroon, red. Carson Pirie Scott & Co., Stationery, first floor. (#V120) **2.95**



Be a jump ahead in a jumper

Fashioned of velvet corduroy by Korday Sportswear, Inc. With cuffed neckline, self-belt. Dark green, rust, garnet, black. Shown with French-cuffed white cotton broadcloth shirt. Both in sizes 10 to 18. College Caravan, fourth floor. Jumper (#V121) **10.95** Blouse (#V122) **5.95**

Mail your orders to Carson Pirie Scott & Co., Chicago. For Illinois delivery, add 2% tax. Add 15c postage per item outside delivery area.

Miss Swank's Mandarin P.J.'s...

cut for sleeping, styled for lounging

Of Bur-Mil rayon crepe. Smooth, and wonderfully washable. In gold, red, green, or black, with contrasting Chinese Motif. Sizes 32 to 38. Lingerie, third floor. (#V123) **5.95**



Carson Pirie Scott & co Chicago



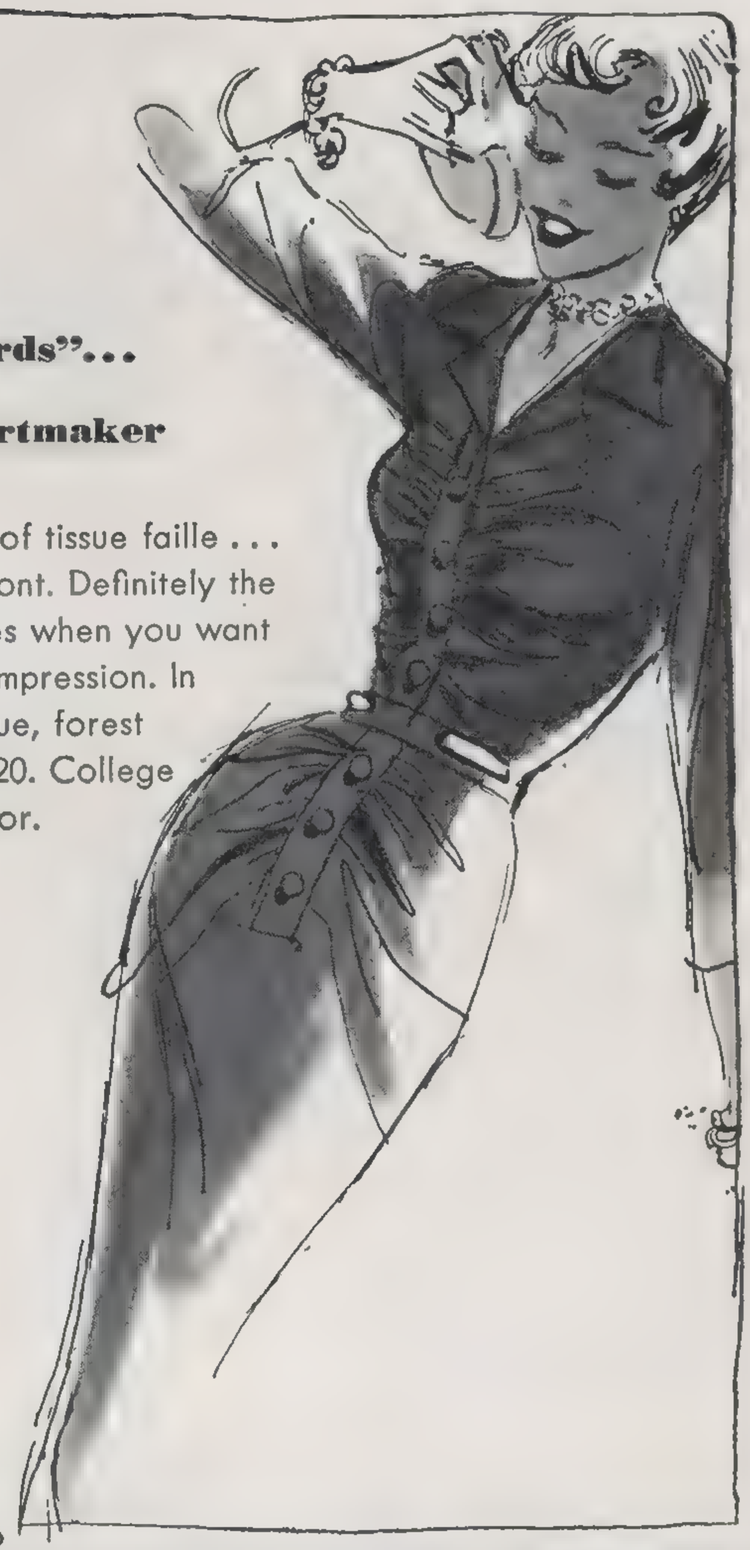
If you're a "slip-crank" choose a Miss Swank

Straight-plus-bias cut so it *won't* twist, sag, or ride up . . . *will* cover bra and underarm. It is the Dressmate, of Bur-Mil rayon crepe, with daisy-chain trim. White, pink, light blue, navy, black, Sanka brown, forest green, and wine. Sizes 32 to 40. Lingerie, third floor. (#V124) **4.00**



High-fashion highland fling . . .

By Duchess Royal, Inc. A Shamokin wool worsted jacket in Black Watch or McNabb tartan. With velveteen-faced lapels, new low-slung removable belt. Shown with back-kick-pleat black velveteen skirt. Both in sizes 10 to 18. College Caravan, fourth floor.
Jacket (#V125) **35.00**
Skirt (#V126) **12.95**



"It's in the cards"... the shirred shirtmaker

A Franklin Original of tissue faille . . . shirred down the front. Definitely the dress for those times when you want to make a smooth impression. In black, fawn, teal blue, forest green. Sizes 10 to 20. College Caravan, fourth floor.
(#V128) **17.95**

Carson Pirie Scott & co Chicago



Smooth team-work... corduroy and jersey

. . . in a two-piece dress by Toby Lane. The skirt of wool jersey has corduroy cuffed pockets to match the corduroy weskit-like top. In camel with beige, nickel grey with grey, red with grey, kelly with beige. Sizes 9 to 15. College Caravan, fourth floor. (#V127) **14.95**



Shine in fair weather and foul

. . . in Lawrence of London's corduroy coat and beret. Processed to shed drizzle and downpour. Belt it or not. Ours alone in Chicago. Pumpkin, camel, turkey red, dark green. 8 to 16. College Caravan, fourth floor.
(#V129) **39.95**

Mail your orders to Carson Pirie Scott & Co., Chicago. For Illinois delivery, add 2% tax. Add 15c postage per item outside delivery area.



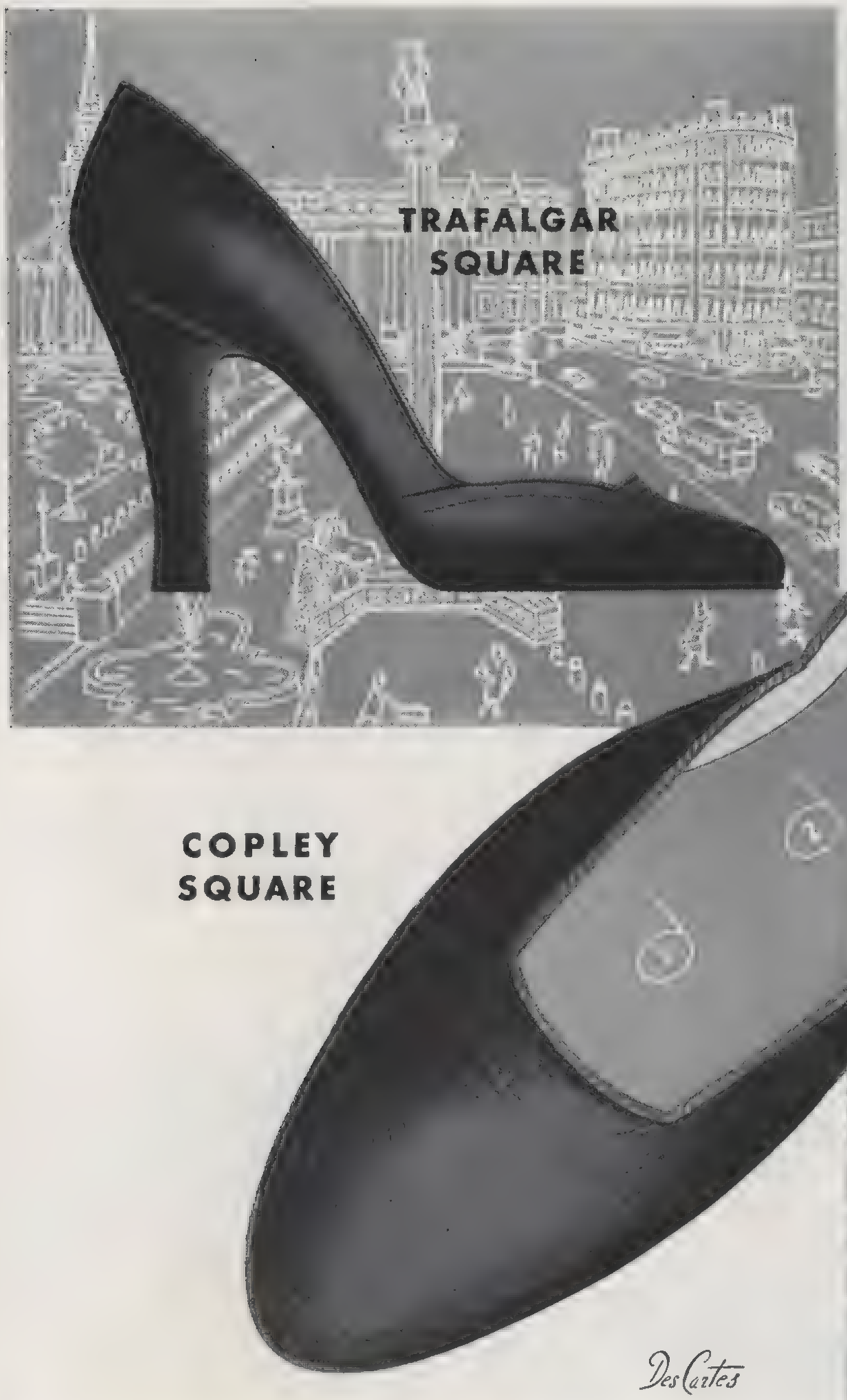
Palumbo

Peck *and* Peck

Pure luxury...purely Peck and Peck

The uncluttered look is luxury's planned deception. And here, we've fashioned Stroock's regal tweed into clean-lined beauty, tailored it with sublime regard for finesse of detail, imbued it with our own deep feeling for tweed perfection. Could anything be smarter? Gray, rust with brown, or navy with taupe, sizes 10 to 18, 145.00. Matching hat, 12.95

NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • DETROIT • CLEVELAND • ST. LOUIS • MINNEAPOLIS • ST. PAUL • BALTIMORE • CINCINNATI
INDIANAPOLIS • WASHINGTON, D. C. • KANSAS CITY • MILWAUKEE • HARTFORD • BUFFALO • PROVIDENCE • ATLANTA



COPLEY
SQUARE

Des Cartes



On the Square... pump-with-a-view

that's new! Square throat, low-dipping side

...a line so good it bears repeating in your

Fall wardrobe on heels low, mid-high, higher, highest.

About $10.95.

rhythm step

cushioned ease ② at three points ③

JOHNSON, STEPHENS & SHINKLE SHOE COMPANY
St. Louis, Missouri



Juilliard JUILLCORD, jewel of all corduroys...shining example of fabric beauty and wearability. A unique mixture of Avisco rayon and combed cotton gives Juillcord its permanent radiance, luxurious softness and natural resistance to wrinkles. This Juillcord fashion by David Crystal is being featured at Best & Co., New York; Carson, Pirie Scott, Chicago and I. Magnin, California and Seattle. For stores in other cities see page 181. A. D. Juilliard & Co., Inc., 40 West 40th Street, New York.

JOYCE KNOCKS ON WOOD

for rich timber colors. . . .
Shapes saddle leather over
the much-loved Joyce Spoonbill
last and calls it TRAIL FINDER.
In Maple, Soft Mahogany,
and Ebony, as illustrated.
Here's a lucky companion for
campus and country clothes!
Yours for $8.95; matching Bean Bag,
$4.95 plus tax.
No mail orders, please.
Write, we'll tell you where.

One of many Joyces but all Joyces say

joyce

PASADENA, CALIFORNIA

Day into evening star . . .

Our rib knitted sheath dress . . . our rising star . . .
hand-loomed, hand-fashioned with versatile jacket and
narrow velvet belt. Newness in its simplicity of
line and subtle adaptability to campus, career, or
late day enchantment. Black, Navy. Sizes 10 to 18. $65.

Town and Country Shop



Jordan Marsh
BOSTON



THE DAYTON OVAL ROOM ©
MINNEAPOLIS

Blumenfeld

PHILIP MANGONE

pick a color from 1 to 25



Imagine . . . not just 2 or 3, nor even 5 or 6, but **25** heavenly shades — light, dark, and everything in-between!

You'll have a riot of fun choosing your best loves . . . and a wealth of wear from this wonderful *washable* rayon tissue faille. Convertible collar and french cuffs, about **$6.** In short sleeves, about **$5.** Look for it, ask for it, be sure you *see* it!

White	Honey
Candy Cream	Taffy
Frosty Pink	Forest Brown
Onyx	Dark Brown
Sugar Cane	Robin Red
Shadow Beige	Wine
Cloud Blue	Royal Blue
Aquafoam	Navy
Gold Dust	Purple
Boulder Gray	Lassie Green
Coral Glow	Dark Green
Oak Bark	Charcoal
	Black

"Opera Basic"

Tailored by **OPERA BLOUSE**
525 Seventh Avenue, New York 18, N. Y.
Opera Basic is at fine stores everywhere.
Write us for name of your nearest one.



DRESS BY FILCOL

Marquise originals



Curvaceously so...

MARQUISE adroitly manipulates rich, pliant suedes and mirror-smooth calfskins into the very shape of Fashion. See how they follow the curve of a delicate instep...flatter a fragile ankle...how light and lissome they feel at your feet. Wondrous day-into-night shoes...brilliantly designed, superbly crafted ...from **10.95** to **14.95**

...other styles to 16.95.

WOHL SHOE COMPANY • SAINT LOUIS, MISSOURI



IN THE Henry Rosenfeld MANNER

Left: checked pure wool with velveteen collar and cuffs. Red, navy, green or brown. Sizes 10 to 20 . . . $17.95. Right: The worsted jersey blouse and the pure wool flannel skirt, parted midway for pockets. Bankers grey or light grey. Sizes 10 to 18 . . . $22.95. At all Wm. Loweth stores. For the name of the store in your city, write

WM. LOWETH CO., INC., 101 WEST 31st STREET, NEW YORK

See pages 178 and 179 for "Where-to-Buy" this merchandise in your shopping area.



Henry Rosenfeld's NEW FALL SUITS

...unbelievably priced at a mere 39.95

In 100% wool worsted gabardine... with that smart go-everywhere look born of perfect tailoring, subtle cut, and expensive hand-detailing. Sizes 10 to 18. Green, wine, black, brown, also yarn dye grey and heather brown. At Saks Fifth Avenue in New York, Chicago, Detroit, Beverly Hills and at other fine stores throughout the country. Saks Fifth Avenue will fill mail and phone orders.

See pages 178 and 179 for "Where-to-Buy" this merchandise in your shopping area.



Woven cotton plaids in authentic clan patterns. Left, 3 to 6x, $8.95—7 to 12, $10.95. Center, 3 to 6x, $10.95—7 to 12, $12.95. Right, 3 to 6x, $10.95—7 to 12, $12.95.
At fine stores or write **Celeste**, Dept. VI, 1350 Broadway, N. Y. C.



Swansdown®

In a Miron pure worsted check. Sizes 8 to 18. About $70. At one leading store in your city.

The House of Swansdown, Inc., 500 Seventh Avenue, New York 18, N. Y.

Lilli Ann

of san francisco



A LITTLE SHIRRING IS A FLATTERING THING

See how deftly Lilli Ann of San Francisco manipulates fabric to minimize your waist and hips, to magnify the soft lines of a feminine suit . . . to glorify your figure whether you wear size 10 or 20! Masterfully tailored throughout in worsted gabardine—with such nicety of detail as the supple Talon fastener that zips up the skirt placket so smoothly, closes so securely—thanks to its exclusive automatic lock. About $70.

At leading stores everywhere; or write for address of store nearest you to Talon, Inc., 461 8th Ave., New York 1, N. Y.

Talon

REG. U. S. PAT. OFF.

THE QUALITY ZIPPER

TALON, INC., MEADVILLE, PA.

Stockings so good
they're signed
with the label
that won't
wash off

New . . . Berkshire 151's
with the pretty lingerie top

The sheer 15 denier, 51 gauge nylons you love . . . now lovelier than ever in their shadowless clarity. Our secret . . . the exquisite symmetry of each tiny loop. In Berkshire's Beautiful Blends, the new colors in stockings that give you Fall's tall slim look. $1.50

We're so sure you'll find your Berkshires satisfying in every way . . . so sure you'll want more . . . for your convenience we've permanently marked each pair with size, length and sheerness information, then *signed* them with the label that won't wash off.

Costume by Hattie Carnegie
Shoes by I. Miller

sheer...
sheer

Berkshire
Stockings

MADE TO FIT YOU BY THE WORLD'S LARGEST MAKER OF FULL-FASHIONED STOCKINGS



Milliken *60% wool-40% rayon blend in a wide ombréd stripe . . . subtle interpretation of the grey-with-white story.*

David Crystal uses this interesting Milliken fabric in a daytime dress with simple bodice and softly pleated skirt—soft greeting to Fall 1950.

Best & Co., New York; Julius Garfinckel, Washington; I. Magnin, California-Seattle.

MILLIKEN Woolens, 450 Seventh Avenue, New York 1, N. Y.

FOR LIST OF ADDITIONAL STORES SEE LAST INSIDE PAGE



Look at the classics—softer of shoulder—slimmer, smoother—

new strokes of detail in pockets and sleeves. Interest summed up in these

pure worsted gabardines designed by Peggy Thayer of Jamison. Each 35.00

on the Sports Floor, New York—also at Manhasset, Westchester, Millburn


DELMAN designs for the college girl!



Delman, the acknowledged genius of shoe designers who has created for the most discriminating fashion tastes in America, bows to the college girl and her smart young contemporaries. Shown here are ten of these exciting Delmanette college exclusives. Truly a great designer's tribute to the youth, verve and charm of fashionable *young* America.

most Delmanettes $12.95 *to* $16.95

For the name of your nearest store, write **Delmanette • Lucas at Twenty-First • St. Louis**

...you see Burlington's marvelous new

Southdown Flannel jr.

...everywhere you look...

It's *rayon*—every inch of it! As soft and cozy a flannel as you've ever seen. And *crease-resistant*, to boot. Here it is—in one of the most sparkling new dresses of the season —and (thanks to rayon) only.

about twenty-five dollars

Gray or beige,
sizes 10 to 18
at Lord & Taylor,
Marshall Field,
Neiman-Marcus,
I. Magnin
For additional stores, see
pages 178, 179 and 182.



Hat by Walter Florell

Burlington Mills

"Woven into the Life of America"

look smart coming **and going**

in lucida* **seamless** stockings

Hanes

*Trade Mark



head over heels in love with

Walk-Overs

by

WALK·OVER

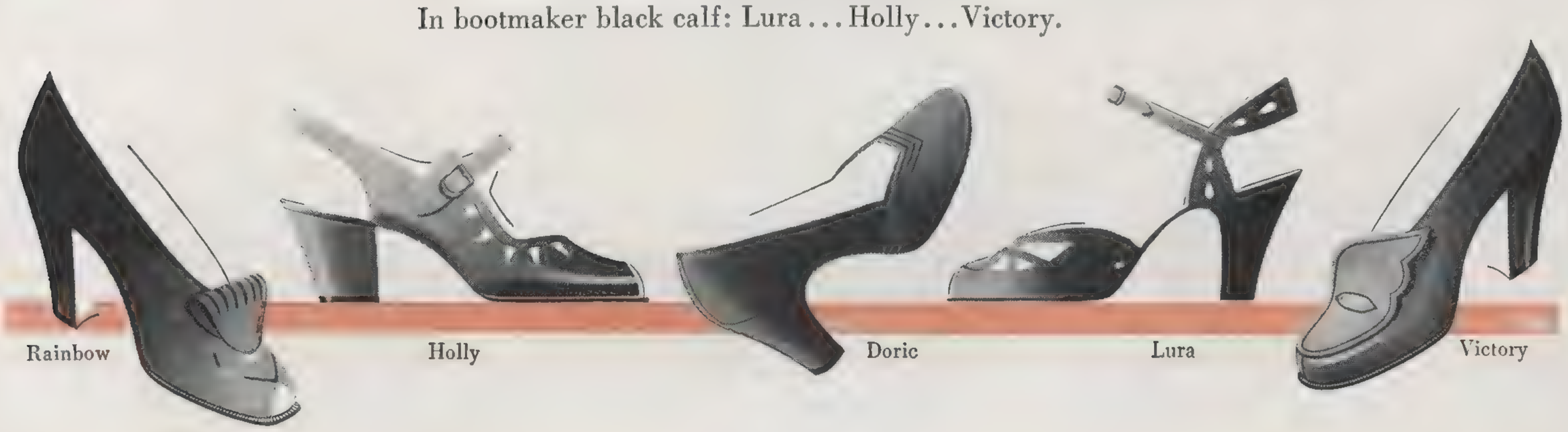


Ramona

From tweeds to twilight—the lower look in heels
is high (and happy) fashion this Fall.

You're balanced beautifully in Walk-Over Half-Hites . . . altitude enough to arch your pretty foot . . . low enough for round-the-clock activity.

Exquisitely tailored in velvety black suede: Ramona . . . Rainbow . . . Doric.
In bootmaker black calf: Lura . . . Holly . . . Victory.



Rainbow Holly Doric Lura Victory

Shoes shown $12.95—$15.95 *(Higher West)*
Geo. E. Keith Company, Brockton 63, Mass.



THE BARDLEY COAT

FOR *YOUNG COSMOPOLITANS

The coat for college... for the country, city. The go-between coat for all your casual life. Hand tailored of 100% camel's hair, $85. In true tartans, $59.95. And in 100% Chinese cashmere, natural or navy, $119.95. All completely interlined with lambswool. Sizes 9 to 17. Bardley, 512 Seventh Avenue, N.Y. 18, N.Y.

SEE VOGUE'S BUYING GUIDE, PAGES 178, 179 AND 180

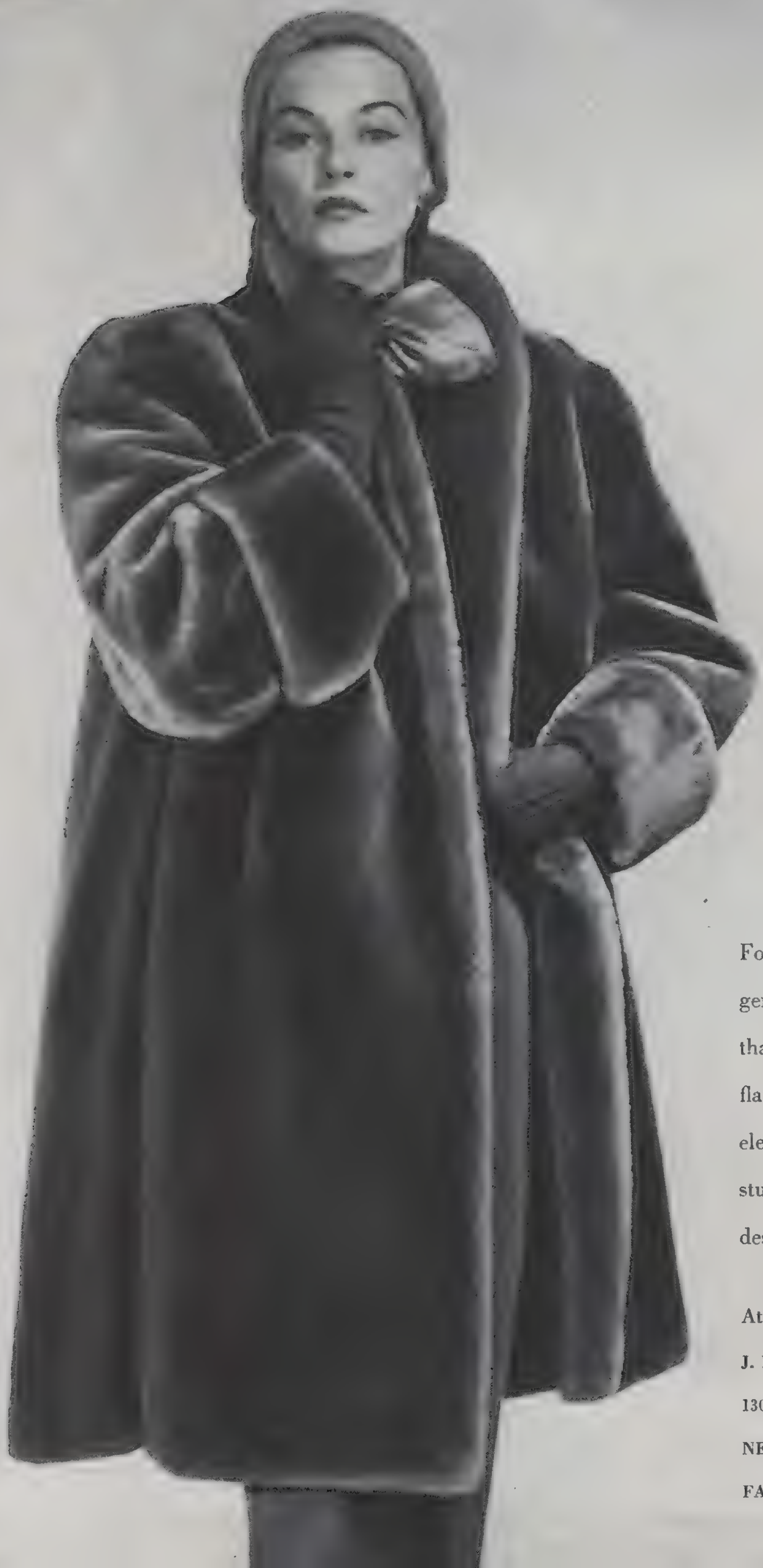


*trademark

THERE'S NOTHING, ABSOLUTELY NOTHING, LIKE

Laskin Mouton

THE FIRST AND FINEST OF DYED LAMB



Four deep flares in back, generous cuffs, a shawl collar that frames your face with flattery. A coat of obvious elegance, weightless warmth, sturdy character . . . beautifully designed in fine Laskin Mouton.

At leading stores everywhere.

J. LASKIN & SONS CORP.

130 WEST 30th STREET

NEW YORK 1, N. Y.

FACTORIES: MILWAUKEE, WISCONSIN

a NEW feeling in separates—rich and rare



Sacony

the pure wool shirts are washable!

Separates, yes, and easy-going as ever, yet with a sumptuous air, reminiscent of hand-crafted textures. Sacony created the rich color tonalities, the look of planned-togetherness that makes each pair an ensemble of major fashion importance—at minor prices. No mail orders, please! Watch your newspaper for local store advertisements. Write for FREE illustrated "Folio of Fall Fashions 1950", to Sacony, Dept. B-4, College Point, N. Y.

The Washable Shirts: Wing-Sleeve, $10.95, Peter Pan, $12.95.
The Skirts: Plaid, $14.95, Herringbone Stripe, $14.95.

it's a wonderful buy!

Sacony

get thee behind our satins!



All done
to perfection
by Mallinson
in a tempting range
of muted shades.
Shimmering slipper satin
...striped corduroy satin...
crepe back Dream satin...
changeable color satin.
Available both in
fine ready-to-wear
or fabrics by
the yard...

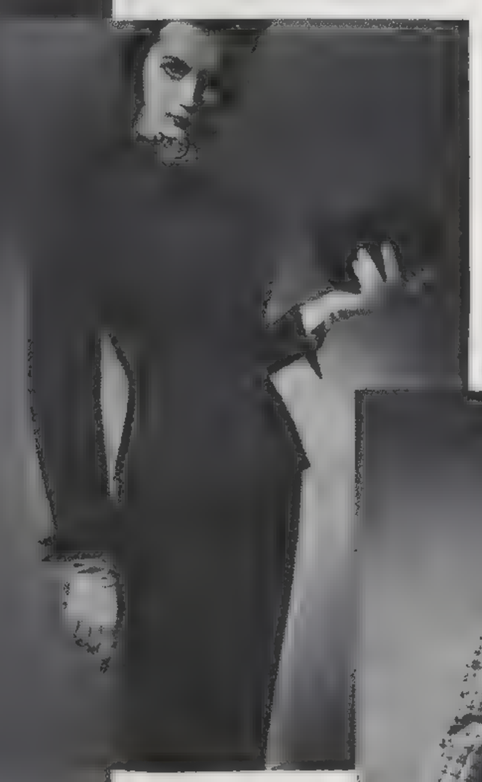
National Mallinson Fabrics Corp.,
1071 Avenue of the Americas, New York 18
Chicago · Seattle · Los Angeles
San Francisco

Mallinson fabrics

The Mallinson elephant assures *the best in fashion and quality*

BLUMENFELD







the name is "Rosenblum" for the look, the fit, the feel of a custom-made...for man-tailoring by master craftsmen, for the best suit values in America. This marvelous new two-skirter comes in stunning district checks, muted over-checks, phantom plaids...with the extra skirt in finest monotone sheen gabardine ...elegant colors...10 to 20...also petite sizes...these three pieces 49.95...other Rosenblums 35.00 to 49.95 at fine stores everywhere. Rosenblum, Los Angeles.

perfectionist tailored in California... Rosenblum

...wherever you look.....you see Burlington's marvelous new

Southdown Flannel jr.

It's *rayon*—every inch of it! As soft and cozy a flannel as you've ever seen. And *crease-resistant*, to boot. Find it here—in a beautifully shaped suit that concentrates a rush of fullness and buttons at the back of the skirt.

under forty-five dollars

Gray or brown,
sizes 7 to 15
at Lord & Taylor,
Marshall Field,
I. Magnin,
Neiman-Marcus
For additional stores, see pages 178 and 179.

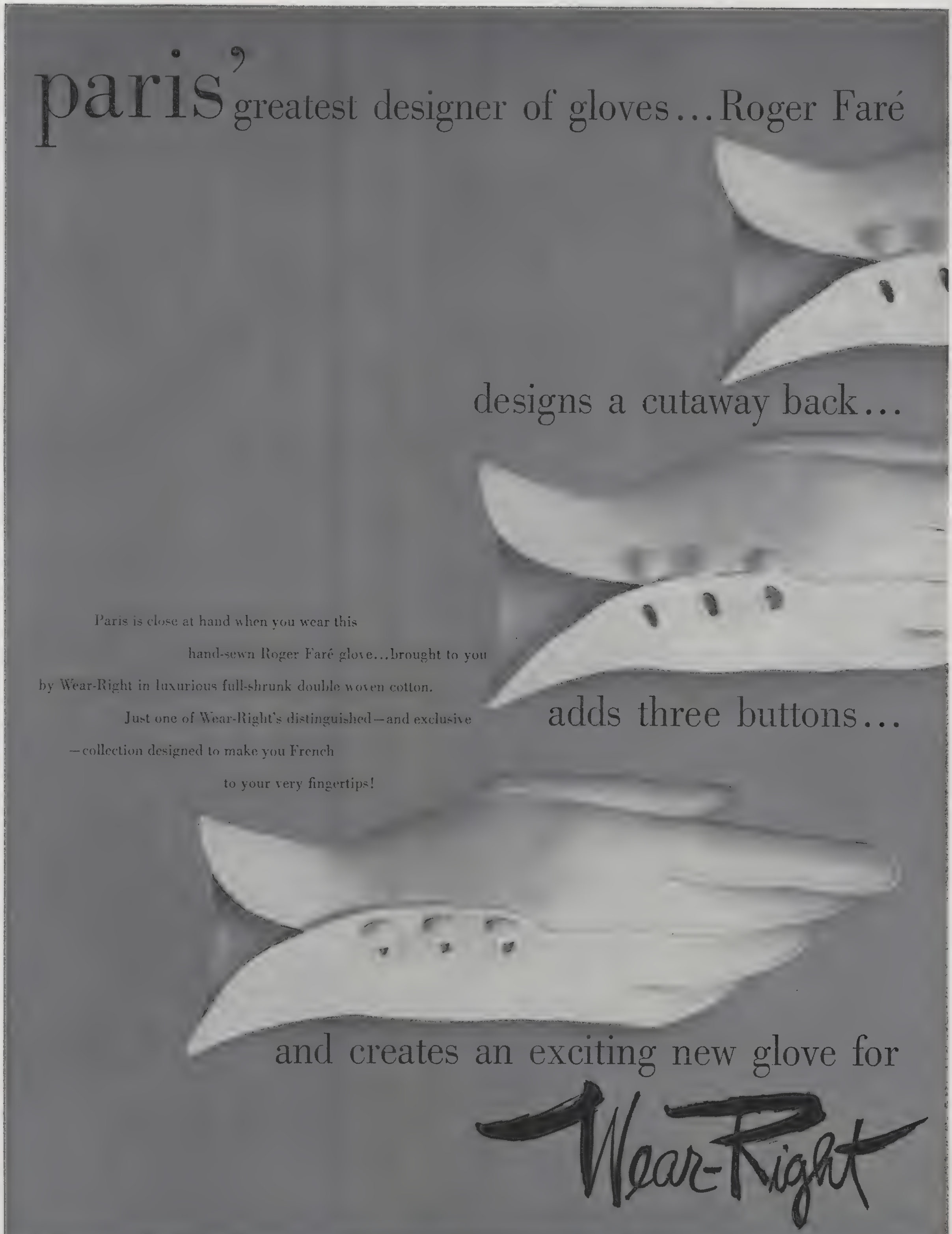


Burlington Mills

"Woven into the Life of America"

Hat by Don Ten Eyck

paris' greatest designer of gloves...Roger Faré



designs a cutaway back...

adds three buttons...

and creates an exciting new glove for

Wear-Right

Paris is close at hand when you wear this
hand-sewn Roger Faré glove...brought to you
by Wear-Right in luxurious full-shrunk double woven cotton.
Just one of Wear-Right's distinguished—and exclusive
—collection designed to make you French
to your very fingertips!

WIMELBACHER & RICE INC., 244 MADISON AVE., NEW YORK 16 • NORTH AMERICAN BLDG., CHICAGO 3

Sweet and Lovely

Fairy

ALL NYLON TRICOT

—with that handmade look

Style 6967

Fairy Silk Mills, Inc., Shillington, Pa.

New York Office & Showrooms • 385 Fifth Avenue

MARY STEVENS

The fashion keynotes of the fall season . . . jacketed dresses and lightweight novelty wools . . . done here in perfect town and country clothes. Reading from left to right: . . . Herringbone novelty knit dress, with permanent pleats and a striped cardigan with new low lapels. Navy and fawn, brown and grey, 10 to 16. About $60.00. . . . Zephyr-weight wool in a subtle shadow-check, bound in braid. Grey, brown, 10 to 16. About $50.00. . . . Pure worsted jersey sleeveless dress and ribbing trimmed jacket, with permanently pleated skirt. Maple, autumn leaf and navy, 10 to 18. About $55.00. At **SAKS FIFTH AVENUE** in New York.

For store in your city turn to page 183 . . . or write

MARY STEVENS • 498 SEVENTH AVENUE, NEW YORK 18, N. Y.







tom boy

HAVE
A CHECK

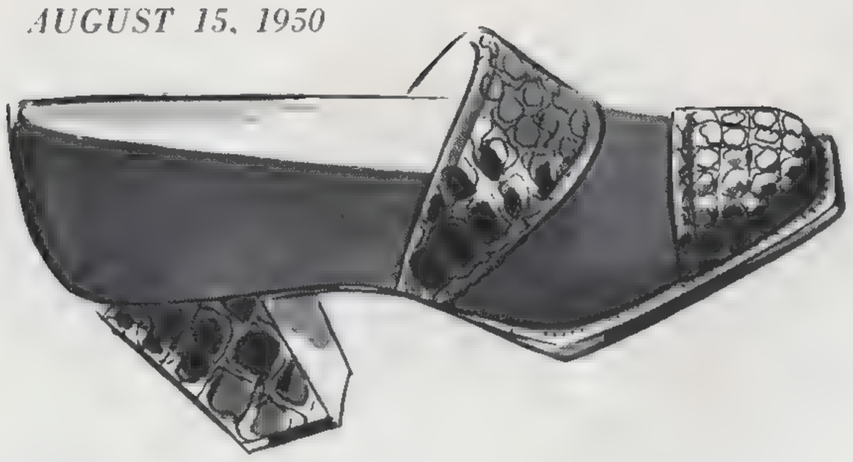
—styled and tailored to perfection, as The American Golfers always are—in winter's smartest fabrics. $14.95 to $25.

TAKE
A JERSEY

—one of many Tom Boys, renowned for their fit and styling. $14.95 to $25.

The American Golfers and Tom Boys are sold by good stores everywhere.

MADE BY STRAUS ROYER AND STRASS, INC., BALTIMORE 11, MD. • IN CANADA, TEXTILE INDUSTRIES LIMITED, GUELPH, ONT.



Chesterfield Step-in
brown suede,
brown alligator

take a tip from Baynham's

it's genuine alligator on suede

by

Florsheim

$22.95



Rascal Tie
brown suede,
brown alligator

Chesterfield Pump
black, brown, blue,
wine or green suede
with matching alligator

Handbags to match

Baynham's
shoes of distinction

Send mail orders to your nearest Baynham's store • sorry, no COD's • we pay postage



Chesterfield Strap
brown suede,
brown alligator

Lexington
135 E. Main

Cincinnati
431 Vine

Louisville
629 S. Fourth

Dayton
Main at First

Nashville
223 Sixth Ave. N.

Paducah
408 Broadway

Evansville
323 Main

YOU'RE PART OF THE PICTURE...

IN A

Judy 'n Jill



Fill in your college backgrounds with these brown Mac Harris plaids by SHAMOKIN.
Jacket on suit in brown Merrimack velveteen. Sizes 7 - 15. Each $39.95.

LORD & TAYLOR
Young New Yorker Shop
New York Westchester
Manhasset Millburn

MONTALDO STORES

KAUFMANN'S
Pittsburgh, Pa.

STERLING LINDNER DAVIS
Cleveland, Ohio

WOODWARD & LOTHROP
Washington, D. C.

J. L. HUDSON
Detroit, Mich.

MEIER & FRANK
Portland, Oregon

FROST BROS.
San Antonio, Texas



Smart pocket detailing, nip-tucked waist. Tailored by Donnybrook . . . Fabric by Pacific Mills, Worsted Division.

You'll find this Donnybrook Suit in Pacific Sheen Gabardine at these and other leading stores

Albany . . W. M. Whitney Co.
Allentown . . . . . Hess Bros.
Ann Arbor, Mich. Goodyear's
Atlanta . . . . . Rich's
Baltimore . . . Schleisner Co.
Beverly Hills Saks Fifth Avenue
Birmingham, Ala. Louis Pizitz Dry Goods Co.
Boston . . . . . Filene's
Buffalo . . J. N. Adam & Co.
Chicago . Saks Fifth Avenue
Cleveland Wm. Taylor Son & Co.
Columbus, O. . . . . . Robert's
Dallas . . . . . Sanger Bros.
Dayton . . . . . Rike-Kumler
Denver . . . Gano Downs Co.
Detroit . . Saks Fifth Avenue
Fort Dodge, Iowa Tuerke Mercantile Co.
Hammond, Ind. E. C. Minas Co.
Hattiesburg, Miss. Fine Bros. & Matison Co.
Houston . . . . . Foley Bros.
Jackson, Tenn. . . . Nathan's
Kansas City, Mo. Emery, Bird, Thayer
Knoxville . . . . . Miller's
Little Rock Pfeifer's of Arkansas
Louisville Kaufman Straus Co.
Miami Beach Saks Fifth Avenue
Milwaukee The Boston Store
Minneapolis . . . Dayton Co.
Nashville . . Cain-Sloan Co.
Newark, N. J. . Bamberger's
New Orleans Gus Mayer Co., Ltd.
New York City Saks Fifth Avenue
Oklahoma City John A. Brown Co.
Omaha J. L. Brandeis & Sons
Parkersburg, W. Va. Dils Bros.
Paterson, N. J. . Meyer Bros.
Philadelphia John Wanamaker
Pittsburgh . . . . . Gimbel's
Portland, Ore. Chas. F. Berg, Inc.
Providence . . . . . Gladding's
Roanoke Smartwear—Irving Saks
St. Paul . . . . . Emporium
Schenectady . . . . . Barney's
Scranton Cleland & Simpson Co.
Seattle . Frederick & Nelson
South Bend . . . . Robertson's
Springfield, Mo. Rubenstein's
Tulsa . . . . . Seidenbach's
Washington, D. C. Woodward & Lothrop
Waterbury, Conn. . . . Worth's

Look crisp as a cadet

in a suit of Pacific Sheen Gabardine
mothproofed . . . *stabilized* to resist wrinkles and stains—under **$40**

The suit that gets attention—always looks smooth and fresh. It's Pacific's exclusive Stabilizing process for woolens, that works the magic. This rich-lustre, all-wool Stabilized gabardine by Pacific, steers clear of wrinkles and stains, won't shrink in cleaning—and it's mothproofed, too! Ten beautiful Fall colors, sizes 12 to 20.

• • • • •

Free Booklet tells you why Stabilized Fabrics are better. Drop a card to Pacific Mills, Worsted Division, Dept. V8, 261 Fifth Avenue, New York 16.



It's a *PACIFIC* fabric

BY PACIFIC MILLS . . . WEAVERS OF FINE WORSTEDS, WOOLENS, COTTONS AND RAYONS



Elegance in 100% Virgin Wool Lassiedown FLEECE . . . lining and scarf of colorful all wool plaid. AND REMEMBER . . .

THE LINING OF EVERY *Lassie* IS GUARANTEED FOR THE LIFE OF THE COAT. Next time you go shopping make sure you get . . .

"Not just a coat, but a *Lassie Maid*". All new Fall colors. Sizes 8 to 20. Style 2916. **$49.95**

For FREE Fashion Booklet and name of store in your city write: *Lassie Maid* **(Dept. V-1), 512 Seventh Avenue, New York 18, N.Y.**

Fine dressmaker jersey by the

designer who cuts the wonderful dress

at the wonderful price

at the big plant west of the Mississippi.

Evertru worsted wool jersey—

the quality that hangs beautifully

and keeps its shape.

Laurel leaves of trapunto

outline deep pockets. Photo'd

by Rawlings in red. Also black,

purple, gold, sky and cathedral blues.

Misses and half sizes. Under 18.00.

For nearest store and fall fashion-

brochure—write Nelly Don,

Kansas City, Missouri.



Desert Copper

It's a Naturalizer first—this beautiful, lustrous new shade—gleaming, polished Desert Copper ! You'll wear it with every fall color. Supple, Domoc leather. Smooth, perfect fit and styled with that new note in casuals—the closed-up look. See your nearest Naturalizer retailer, or write to Naturalizer Division, Brown Shoe Company, St. Louis.

Shoes illustrated, 8.95

Matching handbag, 8.95
Other Funsters at 7.95

SPUR

SURREY

CORRAL

Naturalizer®

FUNSTERS

The shoe with the beautiful fit

A Product of Brown Shoe Company



D

poses tiny bugle beads
musical clef design on a din-
ner gown for the mother of
the bride and other shining
hours . . . the beading ren-
dered in close harmony with
a superb tissue faille in
cerise, coffee, peacock, royal,
greystone blue, black,
12 to 20, 38 to 44. $35.

A DuBarry REG. TRADE MARK
NEW YORK FASHION

in Brooklyn, N. Y. . . . FREDERICK LOESER & CO., INC. • in Newark, N. J. . . . KRESGE-NEWARK • in Cleveland, Ohio . . . THE WM. TAYLOR SON & CO. • in Indianapolis, Ind. . . . WM. H. BLOCK CO.

Albany, N. Y. . . . . W. M. Whitney & Co.
Allentown, Pa. . . . . Hess Brothers
Birmingham, Ala. . . . . Pizitz
Buffalo, N. Y. . . . . Adam, Meldrum & Anderson Co. Inc.
in California . . . . . Hale's
Charleston, W. Va. . . . . Stone & Thomas
Chicago, Ill. . . . . The Fair
Cincinnati, Ohio. . . . . Mabley & Carew
Davenport, Iowa . . . . . Petersen-Harned-Von Maur
Detroit, Mich. . . . . Crowley, Milner & Co.
Dubuque, Iowa. . . . . Roshek Brothers Co.
El Paso, Texas. . . . . The White House
Erie, Pa. . . . . Erie D. G. Co.
Fort Wayne, Ind. . . . . Earl Groth & Co.
Hartford, Conn. . . . . Brown, Thomson, Inc.
Hutchinson, Kans. . . . . Wiley D. G. Co.
Long Beach, Calif. . . . . Buffums'
Nashville, Tenn. . . . . Harvey's
Norfolk, Va. . . . . Ames & Brownley, Inc.
Oklahoma City, Okla. . . . John A. Brown Co.
Portland, Maine. . . . . Porteous, Mitchell & Braun Co.
Providence, R. I. . . . . The Boston Store
Rochester, N. Y. . . . . McCurdy & Co.
St. Paul, Minn. . . . . The Emporium
Salt Lake City, Utah . . . Z. C. M. I.
Seattle, Wash. . . . . Rhodes of Seattle
Springfield, Mass. . . . . Forbes & Wallace, Inc.
Tulsa, Okla. . . . . Brown-Dunkin Company
Wheeling, W. Va. . . . . Stone & Thomas
Wichita, Kans. . . . . Buck's, Inc.
Williamsport, Pa. . . . . L. L. Stearns & Sons
4 Stores in Wisconsin. H. C. Prange Co.
Worcester, Mass. . . . . Denholm & McKay Co.
Youngstown, Ohio . . . . The G. M. McKelvey Co.

. . . For name of store nearest you write to DU BARRY FROCKS, INC. 1385 Broadway, N. Y. 18, N. Y.

Prepare for Fall Fashion



with

Hill and Dale

fashion's favorite walking shoe



Prepare wisely....

Select for Fashion Smartness....

Enjoy the Luxurious Feel of Quality Fit....

The best of leathers, skilled craftsmanship in each detail . . . built-up leather heels . . . a harvest of fine shoemanship.

From $15.95

Write us . . . we'll tell you where.

DIXON-BARTLETT COMPANY

BALTIMORE 24, MARYLAND

enchantress

Have you ever seen a rayon crepe almost *flow* into a dress? Burlington's new Enchantress does just that. Here—two perfect examples of the way it drapes and pleats and tucks (and looks simply wonderful).



Hats by Mr. John
Jewelry by Trifari

Black, brown. Sizes 10-20. **Under $70**

Black, brown. Sizes 10-18. **Under $80**

at BERGDORF GOODMAN, NEW YORK
L. S. AYRES, INDIANAPOLIS
J. L. HUDSON, DETROIT
NEIMAN-MARCUS, DALLAS
RICH'S, ATLANTA
STRAWBRIDGE & CLOTHIER, PHILADELPHIA

DESIGNER, BRIDAL & EVENING FABRICS DIVISION

Burlington Mills

Bur-Mil QUALITY

"Woven into the Life of America"

1400 Broadway, New York, N. Y.



Hepped on no hips! Satin elastic coming and going. Veil of Youth* on the sidelines. Long featherlight hipbones up to its high-waisted hug. Pink or white with touches of blue. LeGant #613. Only $10.95. Pink, black or white nylon taffeta and nylon marquisette bra #2299. $3.50.



Sakes alive!—$5.95! Imagine . . . *all* "Veil of Youth" with a special double front panel for extra tummy tucking. Only 3½ ounces at that. White with blue trim. LeGant #705. (Matching girdle #704). White lace and broadcloth strapless bra #2083. $2.00.

You don't have to take pains to be pretty, precious!

Be magically comfy in Warner's *"Veil of Youth"* fabrics

Up to now this weigh-nothing, do-everything elastic was measured out like cloth of gold for only the most expensive girdles. Lucky you, if you already know its wonders.

Now, thanks to production magic, Warner's has worked a miracle. Put this precious net into dozens of new "slimmers." Priced them to fit the tiniest explain account. Planned many of them to fit just you in your very own 3-Way-Sizes. At finer stores.

1. Your Warner's is your length . . . whether you're a short, medium, long or extra long.

2. . . . **and your hip-size** . . . whether you have straight, average or full hips.

3. . . . **and your control** . . . whether you like a little or a lot.

Nifty for $7.50! Satin elastic fore and aft. "Veil of Youth" and light featherbones hold that hipline. Two-inch elastic top band. Pink or white etched with blue. LeGant #653. White broadcloth bra #2076. $2.00.





Satin for flattenin'. Two way-One way stretch—unexpectedly $5.95.. Satin elastic front and back, "Veil of Youth" sides. Pink, black or white. LeGant #724. Cup-stitched white satin bra #2227. $1.50.



Pantie partner. Exactly the same as LeGant #724 at left, except it keeps you even more attractive when you're active. LeGant #725. $7.50. Pink or white cotton bra #2290. $1.50.

WARNER'S*
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE GANT* • WARNERETTE* • STA-UP-TOP* "FREE-LIFT" • A'LURE* • *Reg. U. S. Pat. Off.
The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8

live in jersey no matter where you live! Urbanite or suburbanite, you're always beautifully turned out in figure-gentling wool jersey. Witness the suave young dress *at left*, with ribbed décor on the yoke and pocket-tops. Brown, gold, forest green, deep rose. Sizes 12 to 20. About ***$20.00.*** Or the one-piece dress *at right*, with its wonderful striped skirt in black or brown. Sizes 10 to 18. About ***$23.00.*** For name of store nearest you, write to David H. Smith, Inc., 1350 Broadway, New York 18, N. Y. or Lynn, Massachusetts.

Lynbrook



HAT BY MR. JOHN

follo' me*

*TRADE-MARK

heels

suddenly... every step a flirtation walk. And fashion finds a new pivot point **the heel.** Mademoiselle graces it with satin underlays, nailheads, ribbons of braid. What allure! About $16.00

(slightly higher Denver west)



Jensen

mademoiselle

SHOES

WRITE US AND WE'LL TELL YOU WHERE. CARLISLE SHOE CO., EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

Eisenberg

sets the Swing of Fashion

with the Tassel Suit—

Fur-Fleeceback Woolen

draped to slim curves

... in gold beaded motif

repeated on the

rayon satin blouse

Eisenberg Originals

22 WEST MADISON, CHICAGO

HAT BY PEG FISCHER



VERNON BROS.

VERNON BROTHERS renders the new reversible
Pyramid Coat in double-surfaced wool . . . solid suede on one side,
dotted on the other. Black with Cotillion Red dots, Brown with Gold,
Navy with White or Dark Brown with Green. 10 to 16. *About* $70.

VOGUE'S Buying Guide in the back of this issue tells you where to buy this merchandise.
Or write to:
VERNON BROS. 15 Kneeland Street, Boston 11, Mass. *New York Office:* 533 Seventh Ave.

Photographed by Weitzen at Sarah Lawrence College



JOHN-FREDERICS HAT

FREDRICA FUR

Kane-Weill designs an off-campus date dress that will rate a major in the college girls' wardrobe. Wonderful batwing sleeves—
a wide mid-torso tuck on a dress of Bloomsburg's soft-falling Crepe Dominet. Dominet is woven with Enka Rayon—the yarn of fine fabrics.
Saks Fifth Avenue, New York; Julius Garfinckel, Washington; Famous-Barr, St. Louis; Ransohoffs, San Francisco.

Enka Rayon *American Enka Corporation, 206 Madison Avenue, New York 16, N.Y.*

CONE

VELVELETTE*

The Flannelette of Fashion



When it's COLD outside

The warmest way to say good-night is Velvelette.
Style-minded, rich in texture, the Flannelette of Fashion
gives glamour to your dream-life, helps ward off sniffles
and sneezes. You'll fall in love
with Velvelette's* sophisticated new florals,
jaunty stripes and subtle vat-fast colors,
and you'll find it in the world's prettiest
winter sleepwear at your favorite store.*

Guaranteed by Good Housekeeping

COMMENDED PARENTS' MAGAZINE

*®CONE EXPORT AND COMMISSION CO., INC., 59 WORTH ST., NEW YORK 13, N. Y.

Other Products: Cone Corduroy • Cone Towels • CONE *deeptone** DENIM

Carolyn Schnurer



CAROLYN SCHNURER'S invitation to informal occasions. The blouse in WYNER'S wool jersey. $10.95. The skirt in WARREN OF STAFFORD'S Camelot, 100% wool . . . attached leather belt. $25.00. Sizes 10 to 18. Both in gold, sienna or gunmetal. In the College Shop, Lord & Taylor, New York . . . Manhasset . . . Westchester . . . Milburn.

JANE TROXELL

Completely new...

and one of the happiest experiences any woman ever walked into!

Tisshoes

on one hand it's a shoe... on the other it's a Tisshoe



so supple two fingers can bend it in two!

Step into a pair of Tisshoes . . . and know the joy of a shoe that doesn't feel like a shoe. It feels like nothing at all!

Tisshoes offer your foot no more resistance than your tissue-sheer nylons.

Truly a shoemaking miracle . . . Tisshoes will make your shoe wardrobe far more comfortably complete.



The Bristol—
in calf or suede



The Seabury—
in calf or suede

See Vogue's buying guide in back of book, or write us for the name of the Tisshoes retailer nearest you.
J. P. Smith Shoe Co., Chicago 22, Illinois.



For a soft, rounded contour . . .
Munsingwear's corded rayon satin bandeau. **$2.50**

Munsingwear has a way of putting things in their proper place

. . . and with just about the prettiest girdle you ever saw! Clever manipulation of satin elastic and power net makes a garment well worth the pin money you are asked to pay for it. Its two-way stretch power net sides persuade your curves to behave, while the satin panel is a comforting and comfortable mainstay fore and aft.

14" girdle and pantie girdle, **$5.95**
16" girdle, **$7.50**

Foundations and brassieres by

Munsingwear®

in the corset departments of better stores everywhere

hats: bernice charles
silver: park curiosity shop



Youthful styling • Exquisite tailoring • by *Isman*

Left: *A slim silhouette in Forstmann's pencil-striped Marveleen. Typical Isman attention to collar and pocket detail. Black, Navy, Brown, Green. 12½-22½.*

Right *A proud suit in Forstmann's Milateen. Detachable gilet. Delicately hand-stitched collar. Modified gored skirt. All shades. 12½-22½. At fine stores everywhere.*

The label to look for in HALF SIZE Coats and Suits

morris ISMAN COMPANY

205 West 39th Street, New York 18, N. Y.

To be Loved and Lived in...
Wonderful Wool Alpacas by **Georgiana**



Left: A big pocketful of smocking detail on a tailored classic with tubular buttons. Red, royal, green, and toast. Sizes 10 to 20 and 10½ to 20½.

Right: Softly flattering lines for the woman who is five feet four or under. Wool fringe trimming. Brick, kelly, aqua, and camel. Petite sizes 10 to 18.

Under 18.00

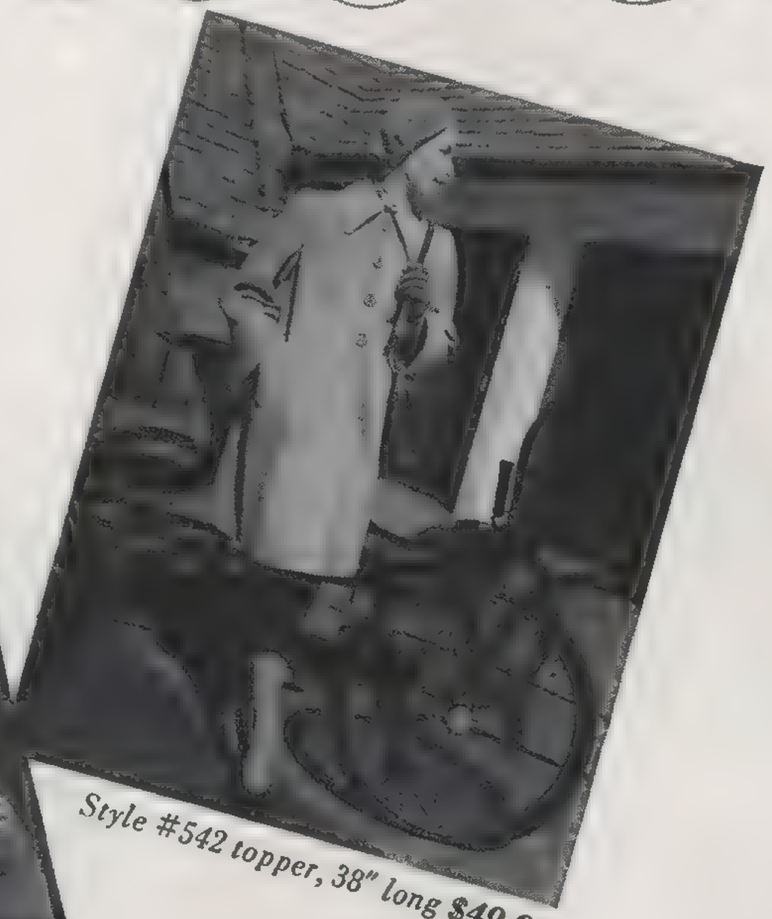
AT THESE AND OTHER FINE STORES:

AKRON: *O'Neil's*
BOSTON: *Filene's*
CEDAR RAPIDS: *Craemer's*
CHICAGO: *Carson Pirie Scott & Co.*
DALLAS: *Sanger's*
LOS ANGELES: *May Co.*
LITTLE ROCK: *Pfeifer's*
OMAHA: *Brandeis*
PHILADELPHIA: *Strawbridge & Clothier*
ROANOKE: *Heironimus*
SEATTLE: *Frederick & Nelson*
TERRE HAUTE: *Jame-Wolf & Co.*
WASHINGTON, D. C.: *Woodward & Lothrop*

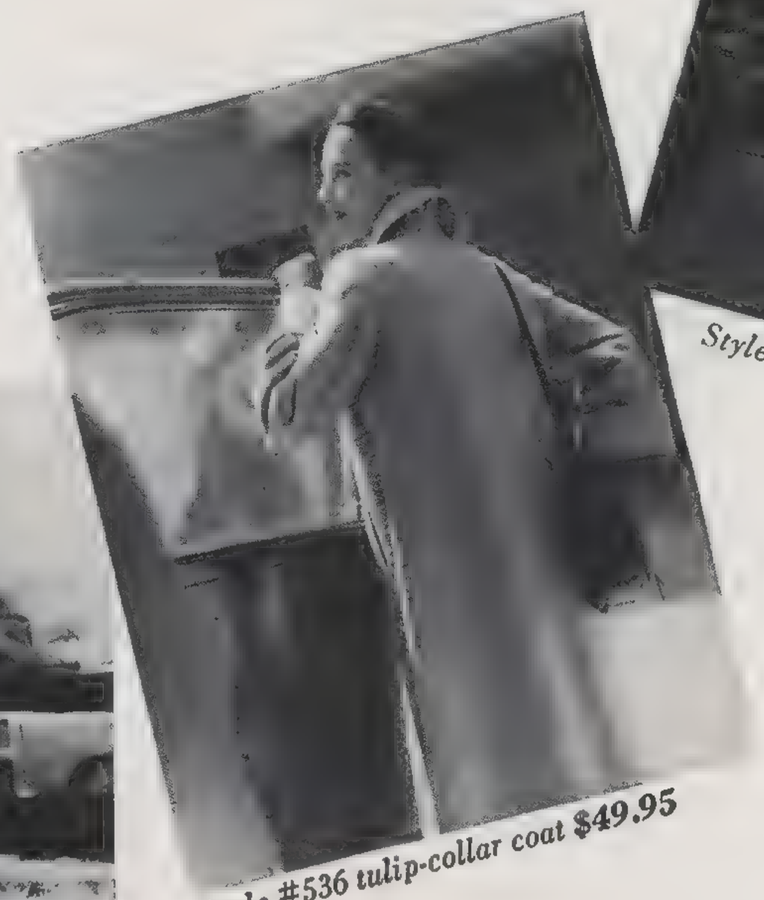
Tabin-Picker & Company
Chicago

Shagmoor's





Style #542 topper, 38" long **$49.95**



Style #536 tulip-collar coat **$49.95**



Style #538 classic coat **$49.95**

Petite #1518 curve yoke coat **$49.95**

big four... and all under $50!

This is The Look that can't be copied, in the matchless Shagmoor woolen that's light as a puff of down yet wintry warm . . . impervious to wrinkles, dust and moths! Sizes for misses, women, petites, 5'5" or under.

Write for fashion booklet V815 and name of dealer nearest you. **LINDER BROS., INC.,** *512 Seventh Avenue, New York 18, N. Y.*





Socially Prominent...

VANETTES are seen
wherever you go,
from tea dance
to formal...from theatre
to Junior League.
A mist of sheerness-
a subtle whisper
of entrancing color-
hosiery at its
glamorous best!

FASHIONED FOR PERFECT FIT

In three proportioned lengths,
with the famous VANTONE finish.
VANETTE hosiery is identified
by the Tri-color stripe.

Vanette®

For Beauty For Wear

Dallas

Vogue's BUYING GUIDE in the back of this issue tells you where to buy Vanette Hosiery.

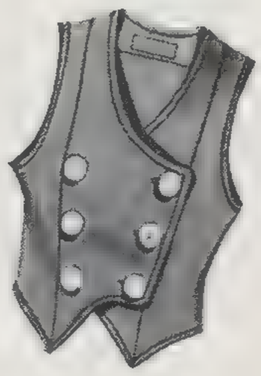
Collectors items... New Pendleton Add-a-piece Casuals



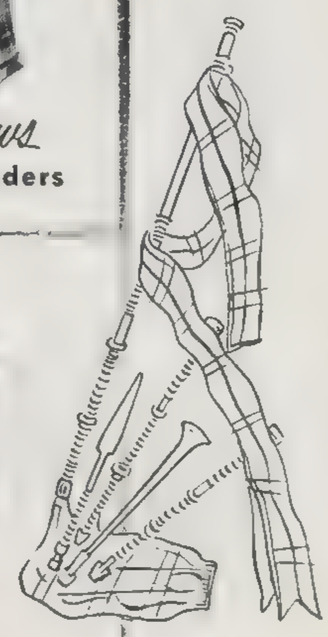
Your spanking-new hobby...collecting casuals by Pendleton...deftly done in never-to-be-duplicated Pendleton-woven woolens. Our heroine here makes one piece from two, with her authentic Chisholm blouse and skirt. Tomorrow she'll mix bold single tones, brash tartans, muted District Checks...she'll glory in the whole sumptuous coordinated crew... so will you, every moment of this exciting Autumn.



Add Scotch Trews
...authentic Highlanders with tapered trouser.



Add-a-Weskit
...buttons two ways; goes everywhere with everything.





Add-a-49er
...the go-everywhere casual —wear it belted or loose.



Add Pedal Pushers
...precision fitted to minimize waist and hips.

PENDLETON WOOLEN MILLS • PORTLAND 4, OREGON

the secret is in the finish

Gone are nightly ironing chores! Today, there's a really easy way to look well groomed... Unidure-processed clothes. Spun rayon fabrics, Unidure-processed during manufacture, shed wrinkles when merely hung in a humid room. Unidure wrinkle-resistance does not wear off, nor come out in washing or dry cleaning... lasts for the life of a garment. Look for the Unidure tag when you buy spun rayon fashions... yard goods, too... at leading stores.

SEEING IS BELIEVING!



Twisted tightly for ½ hour . . . hung in humid room overnight—



fresh and smooth, ready for wear . . . without ironing.



If it's tagged

UNIDURE®

It's permanently wrinkle-resistant for the life of a garment

THE UNITED PIECE DYE WORKS
132 Madison Avenue, New York 16, N.Y. • Lodi, N. J. • Los Angeles, Calif.

Other United Finishes: **UNIFAST** — vat-dyed, guaranteed washable, shrink-proof, sunfast, perspiration-resistant, permanent wrinkle-resistant; **AIRFAST** — guaranteed against gas fading; **DURASEC** — durable water-repellent; **UNISEC** — durable water-repellent plus permanent wrinkle-resistant.



"ROCKET"!

HYDRA-MATIC!

Oldsmobile has both!

The famous high-compression "Rocket" Engine—

plus new Oldsmobile Hydra-Matic Drive*!

Try this thrilling combination

at your nearest Oldsmobile dealer's!



Above, Oldsmobile "88" Holiday Coupé.
**Hydra-Matic Drive optional at extra cost on all Oldsmobile models.*

OLDSMOBILE

A GENERAL MOTORS VALUE

three is the trend . . .

Three ways to meet varying Fall temperatures . . . three ways to greet daily-to-dating situations, ROXSPUN'S waist-cinching suits with accompany-everything toppers. Designed by Shotland in exclusive woolens. Sizes 10 to 18.

The plaid: Red and Grey; Brown and Gold — About $129

The tweed: Gold and Black; Rust and Brown — About $119



At fine stores throughout the country. If not available in your town, write to SHIPMAN & BAKER, INC., 500 Seventh Avenue, New York 18, N. Y.

VOGUE

Announces

the 16*th*

PRIX DE PARIS

Designed to start smart girls toward a career *before* graduation day

Once again, Vogue offers college seniors in the U. S. A.
a chance to win a career in fashion, writing,
decorating, merchandising, publishing, promotion, public relations.

FIRST PRIZE:

One year as junior editor on Vogue; with six months in the New York office, and six months in Paris.

SECOND PRIZE:

Six months as junior editor on Vogue.

10 AWARDS OF MERIT:

With cash prizes of $25 for winners who will also be considered for junior editorial jobs on other Condé Nast publications (House & Garden, Glamour, Vogue Pattern Book) . . .
and who will be introduced to stores, advertising agencies, and other magazines.
Next top-ranking contestants will be introduced to stores, advertising agencies, and other magazines.
All contestants must enroll by October 1, 1950.

ARIS

Return enrollment blank below with the information requested. (Rules and first quiz appear on page 88)

ENTRANCE BLANK

Prix de Paris Director,
Vogue,
The Condé Nast Publications Inc.
420 Lexington Avenue, New York 17, N. Y.

PLEASE ENROLL ME
AS AN ENTRANT IN VOGUE'S 16TH
PRIX DE PARIS

Date

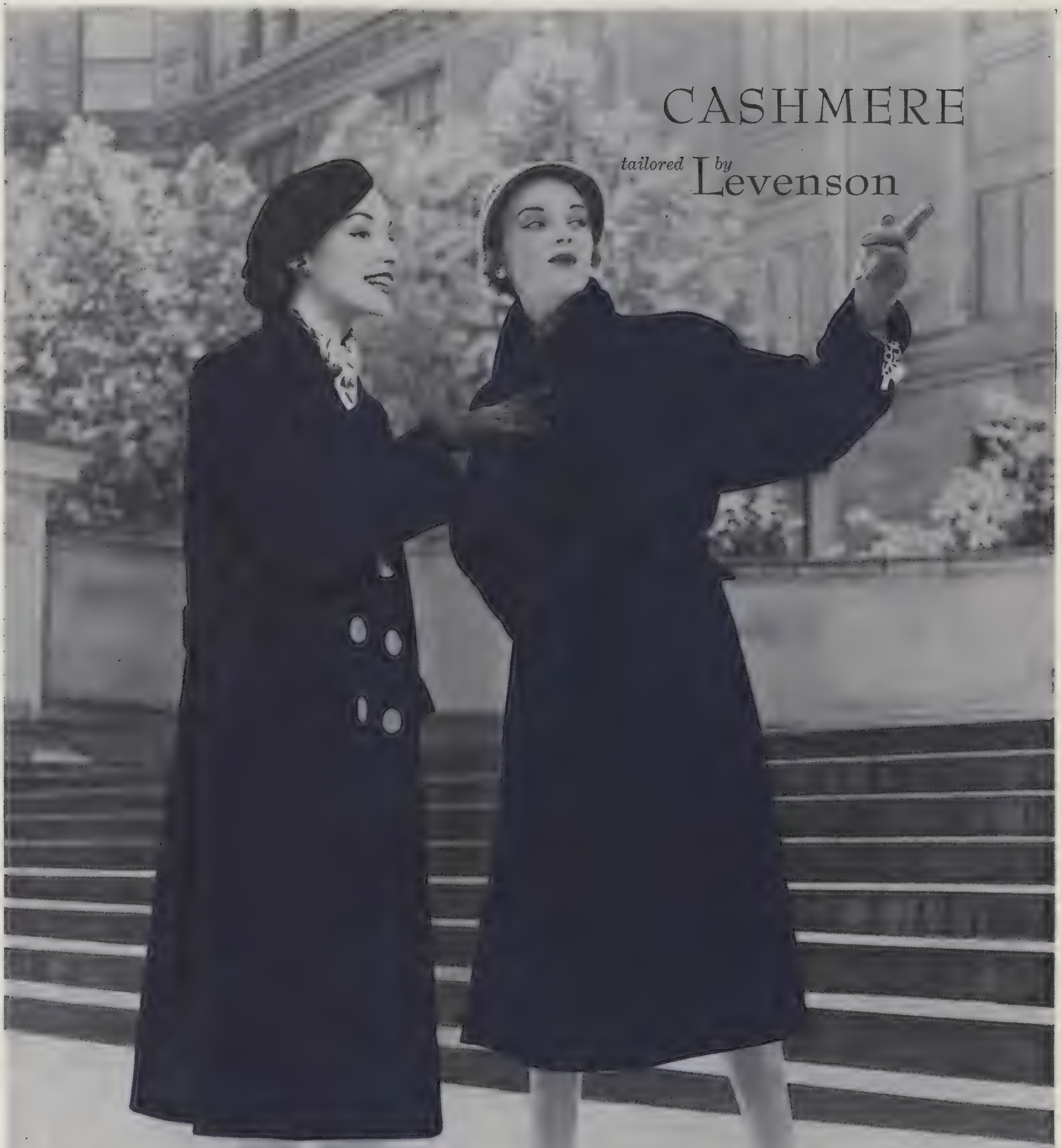
Name.....

Home address..... .....
Street *City* *State*

College.....

College address.....

Date of graduation.....



Yes, Navy — Never better in fashion . . . and never more beautiful than in precious Cashmere—56 per cent Cashmere, with 44 per cent virgin wool for longer wearing . . . from Forstmann—world-renowned for fabulous fabrics. In *Cashmere* your coat is both dress-up *and* casual. Lined with Skinner's rayon satin. Left, about $125. Right, about $150. Both in sizes 8 to 20. Also in natural, dark brown and black.

It is the Levenson Company policy to sell only the finest stores—thus assuring customers of fine service, store integrity, complete satisfaction.

Available at better stores in your city, or write THE LEVENSON COMPANY, 35 Kneeland Street, Boston, Mass.

"Barbara Carol" KNITTED SUITS in "BOTANY" BRAND YARNS!

For you who travel . . . to college, to careers . . . two knitted suits with all the savoir-faire of Paris imports! They double with other sweaters and skirts . . . they look like authentic hand-knits! Both, in "Botany" Brand 100% virgin wool chenille yarns . . . in interesting textured or tweedy knits. They pack, they won't wrinkle, they'll lead a long and versatile life!

Left: Navy, Brown or Dark Green plaid tops with solid color skirts. Sizes 10-20. About $35.00.
Right: Black skirt, Black and Mustard tweed top; Brown skirt, Brown and Pumpkin tweed top; Navy skirt, Navy and Red tweed top; Green skirt, Green and Mustard tweed top. Sizes 10-18. About $30.00.



Lord & Taylor	New York, N.Y.	Julius Garfinckel & Co.	Washington, D.C.	J. L. Hudson Company	Detroit, Mich.
Hutzler Bros. Co.	Baltimore, Md.	The May Company	Los Angeles, Calif.	Joseph Horne Co.	Pittsburgh, Pa.
Odum, Bowers & White	Birmingham, Ala.	J. Goldsmith & Sons	Memphis, Tenn.	Miller & Rhoads, Inc.	Richmond, Va.
Jordan Marsh Co.	Boston, Mass.	Dayton Co.	Minneapolis, Minn.	Smartwear-Irving Saks, Inc.	Roanoke, Va.
Lindner-Davis	Cleveland, Ohio	L. Bamberger & Co.	Newark, N.J.	Frost Bros.	San Antonio, Texas
Denver D.G. Co.	Denver, Colo.	Gus Mayer Co., Ltd.	New Orleans, La.	Livingston Bros., Inc.	San Francisco, Calif.
Wm. H. Block Co.	Indianapolis, Ind.	Kerr's, Inc.	Oklahoma City, Okla.	Scruggs-Vandervoort-Barney, Inc.	St. Louis, Mo.
Woolf Bros., Inc.	Kansas City, Mo.	Bonwit Teller & Co.	Philadelphia, Pa.	Field Schlick, Inc.	St. Paul, Minn.
M. M. Cohn Co.	Little Rock, Ark.			Brown Dunkin	Tulsa, Okla.

If store near you is not listed, write: Joseph Guttman & Bros. 1410 Broadway, New York 18, N. Y.

beauty begins with Bali



the bra that was designed in the fitting room



Beauty is no accident. It's carefully made up...of the shape of your hair, the color of your lipstick, the flair of your clothes. Bali goes straight to the heart of loveliness by designing a bra that fits you perfectly. But like every beauty secret...you must discover it yourself ...in the fitting room. Above, ¾ length longline in A-B-C cups. In cotton broadcloth, $3. Below, regular bandeau in A-B-C-D cups. Cotton broadcloth, rayon satin or nylon taffeta. $1.50 to $4.

Bali Brassiere Company, Inc., 8 West 30th Street, New York 1



Blouse 1795

Skirt 1795

Sizes 10-16

Available at

Saks Fifth Avenue

Worsted jersey

by

Lebanon

CHEE ARMSTRONG • 1410 BROADWAY • NEW YORK 1, N.Y.


if you're
5
feet
5
and
under!
P.A.T
SIZES
Perfect American Type
Mandelbaum
NEW YORK
REG. U.S. PAT. OFF.
Grand Illusion
Persuasive as the force of gravity... a suit that impels attention toward you, the Perfect American Type. Designing with the dexterity of an architect, P.A.T. plots slim, vertical lines to give your five-five-or-less figure the height of illusion... achieving a minimum of waistline with a very-Paris double-breasted jacket. Grey or tan sleek textured Sharkskin... rich autumn shades in the finest Gabardine. Sizes 10-18.
MANDELBAUM COATS, INC., 512 Seventh Avenue, New York 18, New York


Brevity
Brevity's Fall version of the town and country suit . . . in a John Walther fabric. Grey with blue stripes; grey with bittersweet; brown with blue; brown with gold; brown with bittersweet: Sizes 10 to 18. About $85. At better stores everywhere. For nearest one, write
BREVITY
214 WEST 29th ST., NEW YORK 18, N. Y.
QUALITY CRAFTSMANSHIP STYLE
by Brevity
Hat by John-Frederics

DISCOVERIES IN BEAUTY







Top: Roux's new "Roux Routine" for hair conditioning. Crème Shampoo; Crème Rinse and Crème Hairdressing. All three at Stern's.

Top left: A new evening accessory by Elgin American. This wafer-thin compact is studded with bright blue stones. At Lord & Taylor.

Directly above: An admirably designed sunglass by Solarex that uses mock tortoise shell as a further sun screen. At Arnold Constable.

Left: Cheramy's Keep Cool in a bright Thermos-like bottle. The pleasant April Showers toilet water has an added cooling agent. Altman has it.



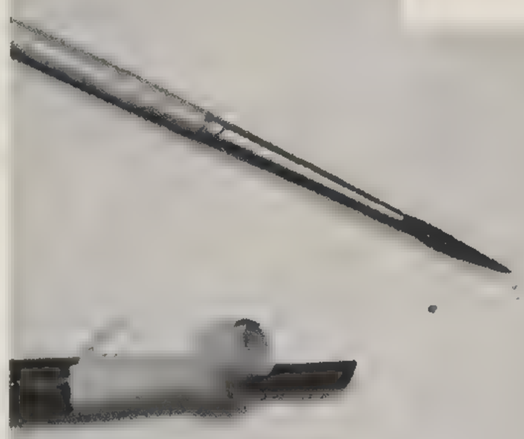
MIEHLMANN

Oshkosh has...

modern designs on your luggage







New designer fabrics . . . with patterns borrowed from the loveliest of feminine suitings . . . put a fashionable new face on hand tailored luggage of world renown. In the exciting new colors and styles of your choice, Oshkosh—a matchless family of matched masterpieces—becomes very distinctively yours.

SHOWN ABOVE:

A 21″ Overnite case $26.50
B 14″ Tops Up Cosmetic Case $29.50
C 22″ Wardrobe $46.00

Others from $19.75 to $5,000.
at fine stores everywhere.
Prices subject to existing taxes.
Only genuine Oshkosh luggage bears this label

none finer 'round the world

Oshkosh LUGGAGE

Oshkosh, Wisconsin

VOGUE'S COLLEGE FASHIONS: IN THESE SHOPS

For your convenience, we have listed below the names of shops across the country and in Canada which will have many of Vogue's College Fashions, or fashions that are based upon the same ideas.

ALABAMA

Birmingham ..... Kessler's
Dothan ..... Blumberg & Sons
Enterprise ..... Tonge's, Inc.
Gadsden ..... Irving's Town Shop

ARIZONA

Phoenix ..... Korricks'
Yuma ..... E. F. Sanguinetti, Inc.

ARKANSAS

Fayetteville ..... Silverman's
Little Rock ..... The M. M. Cohn Co.
Warren ..... Imogene's Fashion Center

CALIFORNIA

Corona Del Mar ..... O'Brien's Specialty Shop
Fresno ..... Bruckner's
Hemet ..... De Marrs'
Lafayette ..... Hill N' Dale
Los Alios ..... Bette Block's
Los Angeles ..... J. W. Robinson Co.
Menlo Park ..... A. S. Stevens
Ontario ..... Musette's
Ridgecrest ..... Marianne's
Sacramento ..... Bon Marché
San Francisco ..... The White House
San José ..... Hale Bros.
Santa Rosa ..... Melvold's
Stockton ..... The Brown House

COLORADO

Colorado Springs ..... Giddings, Inc.
Denver ..... Daniels & Fisher Stores Co.

CONNECTICUT

Hartford ..... G. Fox & Co., Inc.
Manchester ..... Burton's
New Haven ..... Hamilton & Co.
Stamford ..... C. O. Miller Co.
Waterbury ..... Forester, Inc.

DELAWARE

Wilmington ..... Bird-Speakman, Inc.

DISTRICT OF COLUMBIA

Washington ..... Julius Garfinckel & Co.

FLORIDA

De Funiak Springs ..... W. E. Parish & Co.
De Land ..... Betty Dreka, Inc.
Jacksonville ..... Furchgott's
Lakeland ..... Gladys Shop
Panama City ..... Lillian Kilpatrick's
St. Petersburg ..... Willson Chase Co.
Sanford ..... Hollywood Shop
Tampa ..... O. Falk's Dept. Store
Tallahassee ..... Steyerman's Style Shop

GEORGIA

Atlanta ..... Davison-Paxon Co.
Augusta ..... Davison-Paxon Co.
Dublin ..... Stephens, Inc.
Gainesville ..... Saul's
Macon ..... Davison-Paxon Co.
Marietta ..... Florence's
Rome ..... Miller Bros. Co.
Valdosta ..... Whittington's, Inc.

IDAHO

Boise ..... The Mode, Ltd.

ILLINOIS

Carbondale ..... McGinnis Store
Chicago ..... Carson Pirie Scott & Co.
Decatur ..... Semmel's
Joliet ..... The Fashion Shop
Mt. Carmel ..... Wood's Dept. Store
Normal ..... Hall's Tog Shop
Quincy ..... Halbach-Schroeder
Sterling ..... The Little Gallery
Waukegan ..... Hein's
Wilmington ..... BeGay Shop

INDIANA

Elkhart ..... Charles S. Drake
Evansville ..... De Jong's, Inc.
Gary ..... Hudson's
Indianapolis ..... L. S. Ayres & Co.
Lafayette ..... Loeb's
Marion ..... Alice Phillips Shop
Plymouth ..... F. W. Bosworth Co.
South Bend ..... Frances Shop

IOWA

Carroll ..... Ellerbroek's
Chariton ..... Elite Shoppe
Des Moines ..... Younker Bros. Co.

KANSAS

Ellinwood ..... Stephan's Dry Goods
Hays ..... The Classic Store
Hutchinson ..... Pegues, Wright Dry Goods Co.
Independence ..... Montaldo's

KENTUCKY

Danville ..... The Hub Pushin Co., Inc.
Cumberland ..... Keeti's
Hopkinsville ..... Arnold's
Lexington ..... Loom & Needle
Louisville ..... H. P. Selman & Co.
Mayfield ..... The Vanity Shoppe
Prestonburg ..... Margaret Mann Shop

LOUISIANA

Mansfield ..... The Vogue

MARYLAND

Baltimore ..... Hutzler Bros. Co.
Cumberland ..... Rosenbaum Bros.

MASSACHUSETTS

Boston ..... Jordan Marsh Co.
Haverhill ..... Mitchell & Co.
Worcester ..... Richard Healy Co.

MICHIGAN

Ann Arbor ..... Goodyear's
Charlevoix ..... Polly Kay, Inc.
Detroit ..... Himelhoch Bros. & Co.
Flint ..... Herbert N. Bush, Inc.
Grand Haven ..... Reichardt
Grand Rapids ..... The Strauss Shop
Hillsdale ..... The Buchanan Co.
Jackson ..... The Elaine Shop
Kalamazoo ..... Sally's Clothes Closet
Lansing ..... The Style Shop
Pontiac ..... Arthur's
Traverse City ..... Marie Evelyn Shop, Inc.

MINNESOTA

Brainerd ..... The Store of Quality
Edina ..... Anbuhl's, Inc.
Minneapolis ..... The Dayton Co.
Rochester ..... C. F. Massey Co.
St. Cloud ..... Fandel's
St. Paul ..... Frank Murphy
Wayzata ..... Edith's Country Shop
Windom ..... Vera's
Winona ..... H. Choate & Co.

MISSISSIPPI

Clarksdale ..... The Style Shoppe
Cleveland ..... The Lamar Shop
Columbus ..... Egger's
Greenwood ..... P. L. DeLoach, Inc.
Holly Springs ..... Esler's
Jackson ..... R. E. Kennington Co.
Tupelo ..... McGaughy's
Vicksburg ..... The Style Shop

MISSOURI

Fayette ..... Morton's Shoppe
Joplin ..... Richards'
Kansas City ..... Harzfeld's, Inc.
Kirksville ..... Ashell's
Maryville ..... The Haines Store
Moberly ..... Patterson's
Poplar Bluff ..... Chas. Miller Co.
Princeton ..... The Phyllis Shop
Rolla ..... Janice Matlock
St. Louis ..... Stix, Baer & Fuller Co.

MONTANA

Billings ..... Doyle's
Helena ..... Fligelman's

NEBRASKA

Albion ..... Doering's Ready To Wear
Kearney ..... Manthe Shop
Omaha ..... The Aquila

NEW HAMPSHIRE

Manchester ..... Leavitt Stores Corp.

NEW JERSEY

Atlantic City ..... M. E. Blatt Co.
Englewood ..... The Brooke Shop
Hackettstown ..... Genevieve Shop
Newark ..... Kresge-Newark, Inc.
Plainfield ..... Tepper Bros.
Summit ..... Lillian O'Grady

NEW YORK

Albany ..... Honigsbaum's
Brooklyn ..... Abraham & Straus, Inc.
Buffalo ..... L. L. Berger, Inc.
Plattsburg ..... The Little French Shop
Rochester ..... McCurdy & Co., Inc.
Rye ..... Tina MacRae
Syracuse ..... Flah & Co.
Utica ..... Doyle-Knower

NORTH CAROLINA

Asheville ..... Jean West Shop
Charlotte ..... Montaldo's
Fayetteville ..... The Town Shop
Greensboro ..... Montaldo's
Raleigh ..... Ivey-Taylor Co.
Washington ..... Carter's Dress Shop
Winston-Salem ..... Montaldo's

NORTH DAKOTA

Bismarck ..... Rose Shop
Fargo ..... Rose Shop
Grand Forks ..... R. B. Griffith Co.
Minot ..... Taube's
Rugby ..... Tofsrud's Style Shop

OHIO

Akron ..... The M. O'Neil Co.
Athens ..... Foster's University Dress Shop
Cambridge ..... The Style Center
Canton ..... The Halle Bros. Co.
Cincinnati ..... Mabley & Carew
Cleveland ..... Halle Bros.
Columbus ..... Montaldo's
Dayton ..... Billy Lewis, Inc.
Mt. Vernon ..... Rudin Co.
Newark ..... Wilma's
Toledo ..... Lasalle & Koch Co.
Xenia ..... Milton's, Inc.
Youngstown ..... Strouss-Hirshberg
Zanesville ..... The H. Weber Sons & Co.

OKLAHOMA

Bartlesville ..... Montaldo's
Tulsa ..... Seidenbach's

OREGON

Eugene ..... Russell's
Portland ..... Meier & Frank Co., Inc.

PENNSYLVANIA

Easton ..... H. B. Sigal & Sons
Harrisburg ..... Mary Sachs
Hazleton ..... Wears, Inc.
Lancaster ..... Mary Sachs
Philadelphia ..... The Blum Store
Pittsburgh ..... Joseph Horne Co.
Reading ..... The Jeannette Shop
Uniontown ..... Campbell Hathaway Co.

RHODE ISLAND

Providence ..... Gladdings, Inc.

SOUTH CAROLINA

Beaufort ..... The Flagstone
Charleston ..... Daisy Bogin Shop
Columbia ..... Davison-Paxon Co.
Florence ..... Nancy's
Greenville ..... Patton, Tilman & Bruce Co.

TENNESSEE

Chattanooga ..... Loveman's, Inc.
Dyersburg ..... Schlesinger
Knoxville ..... S. H. George & Sons
Memphis ..... The John Gerber Co.
Millington ..... Louise Cunningham
Morristown ..... McCamy's
Murfreesboro ..... Cecil Elrod's French Shoppe
Oak Ridge ..... Loveman's, Inc.

TEXAS

Abilene ..... Ernest Grissom's
Dallas ..... Neiman-Marcus Co.
Edinburg ..... Simpson's
El Paso ..... Popular Dry Goods Co.
Ft. Worth ..... The Fair
Galveston ..... E. S. Levy & Co., Ltd.
Houston ..... The Fashion
Laredo ..... Richter's
Longview ..... Martin's
San Angelo ..... The Fashion
San Antonio ..... Frost Bros.
Sherman ..... Elinor's
Waco ..... Bauer-McCann
Wichita Falls ..... McClurkan's, Inc.

UTAH

Ogden ..... Fred M. Nye Co.
Salt Lake City ..... Makoff

VERMONT

Burlington ..... The Fashion Shop

VIRGINIA

Bristol ..... H. P. King Co.
Charlottesville ..... Barbara Rosser, Costumes
Newport News ..... Nachman's Dept. Store, Inc.
Norfolk ..... The House of Arther Morris
Richmond ..... Miller & Rhoads, Inc.

WASHINGTON

Seattle ..... Frederick & Nelson, Inc.
Vancouver ..... Caplan's

WEST VIRGINIA

Beckley ..... Rahall's
Clarksburg ..... Broida's Inc.
Huntington ..... Marion Biern, Inc.
Parkersburg ..... Broida's, Inc.

WISCONSIN

Appleton ..... Geenen Dry Goods Co.
Ashland ..... Phyl's
Burlington ..... Elsie's
Fond du Lac ..... Elliott's Ladies Shop
Green Bay ..... H. C. Prange Co.
Marshfield ..... Kohl's Style Shop
Milwaukee ..... T. A. Chapman Co.
Shorewood ..... Martha Fredman, Inc.

CANADA

Toronto, Ont. ..... Henry Morgan & Co., Ltd.
Montreal, Que. ..... Henry Morgan & Co., Ltd.

Pringle of Scotland

THE FINEST CASHMERE



It's not only the name that tells you it's a Pringle

BY APPOINTMENT MANUFACTURERS OF KNITTED GARMENTS TO H.M. THE QUEEN



CONTEST RULES

VOGUE'S 16TH PRIX DE PARIS

1. Each entrant must graduate between September 1, 1950 and September 1, 1951, and must receive a B.A. degree or its equivalent from an accredited U. S. college or university.

2. Each entrant must send in an entrance blank. (Fill in the one on page 78 and mail it immediately.) It is not necessary to subscribe to Vogue to enter the contest.

3. The contest consists of two quizzes to be answered by all entrants, and a 1,500-word article which those contestants who pass the two quizzes are eligible to submit. Each entrant who is eligible to submit an article will be notified by February 1, 1951.

4. Each quiz will consist of four questions: two based on fashion features, two on non-fashion features—music, art, literature, the theatre.

5. The first quiz is published below. The answers are due November 1. The second quiz will be published in the December issue; answers due January 15. Subjects for the 1,500-word article will be announced in the February 1 issue. The articles will be due March 1.

6. Papers will be graded on: writing style; current and general information, and general awareness; and on evidence of ability to think clearly.

7. All quiz papers and articles must be typewritten in double space on one side of the page. All material submitted must be on paper not larger than 8 inches by 11 inches. Your name and college, plus the quiz number, must appear at the top of each page. All material submitted becomes the property of Vogue and will not be returned.

8. The judges of the contest will be a board of editors. The finalists of the PRIX de PARIS will be notified by May 15, 1951.

FIRST QUIZ
based on the August 15 issue of Vogue

FASHION

Answer *two* questions:

1. If you could have any three of the fashions in this issue to take back to college with you, which three would you choose and why?

2. Make out a plan of beauty care suitable for a college girl.

3. Do a two-page layout, with copy, on fashions that seem to be most typical of your college and the section of the country in which it is situated.

4. What is your opinion of the Vogue features on men's clothes presented during the past two years? Do you consider it good publishing policy for Vogue to have features such as these?

FEATURE

Answer Question No. 1:

1. Write a profile of yourself in approximately 600 words.

Answer *one* of the following:

2. After a careful reading of the Prix de Paris story beginning on page 99, discuss in approximately 500 words whether (and why) it would interest a college student. Give any criticisms or suggestions that you may have as to how such an article could be made more helpful to someone who is considering entering the Prix.

3. Write a 500-word article on "People I Wish I Had Known." Include your favourite people in the world of art, literature, or other milieus, no longer living. Give reasons for your selection.

The answers to this quiz are due November 1, 1950, and should be mailed to:

VOGUE'S PRIX DE PARIS DIRECTOR

420 Lexington Avenue, New York 17, New York

VOGUE'S 15TH PRIX DE PARIS WINNERS

FIRST PRIZE.....*Anne Ziesmer*.....*Scripps College*

SECOND PRIZE.....*Ann O'Shea*.....*Manhattanville College of the Sacred Heart*

HONOURABLE MENTION:

Suzanne Brock.....*University of California at Los Angeles*
Lucille Cervasio.....*Wellesley College*
Marian Karns.....*Smith College*
Joanne Leigh.....*Macalester College*
Elizabeth Leland.....*Salem College*
**Mary Copeland Lyon*.....*Radcliffe College*
Bessie Michael.....*Moravian College for Women*
Jacqueline Murphy.....*Skidmore College*
Nancy Ann Peterson.....*Smith College*
Renee Sepulveda.....*MacMurray College for Women*

*Awarded Special Three Months' Trial Prize at Condé Nast Publications Inc.

The above winners were chosen from a total enrollment of 1,398 students from 276 colleges.

J.L.F.

original



"J.L.F." Originals, 1372 B'way, N.Y. 18

Vogue's Buying Guide in the back of this issue tells you where to buy this merchandise.

VOGUE'S SCHOOL DIRECTORY

FOR ADVICE: WRITE VOGUE'S SCHOOL BUREAU, 420 LEXINGTON AVENUE, NEW YORK 17, OR TELEPHONE LE 2-7500

Fine & Applied Arts

SPRING GARDEN INSTITUTE

Costume Design, Dressmaking and Millinery. Individual instruction by well-known designers; practical work with textile and garment manufacturers. 100th year. New term Sept. 19. Send for Catalog. BROAD & SPRING GARDEN STS., PHILA. 23, PA.

JEAN MORGAN SCHOOL OF ART

State Approved Certificate Courses.
Advertising Art • Fashion Illustration
Textile Design • Costume Design
General Illustration
353 W. 57TH ST., NEW YORK 19, N. Y. CI 6-0042.

CENTRAL PARK SCHOOL

of Art. Intensive training. Certificate Courses Commercial Art & Fashion Illustration. Special Portrait-beginners. Color Course. Personalized Instruction. Catalog V. ARTHUR BLACK, DIRECTOR, STUDIO 2, 58 W. 57TH ST., NEW YORK 19. CO 5-8708.

franklin

advertising design, fashion illustration, interior architecture and design.

phone ELdorado 5-0808

jamesine franklin school of professional arts, inc.

penthouse b
460 park ave., new york 22

PARSONS School of Design

Three-year courses in Costume Design and Illustration; Interior Design; Advertising Design; Illustration and Flat Design; Teacher Training. Special B.S. Degree Course. Saturday classes for adults and children. Catalogues on request.
Box V, 136 East 57th St., New York 22, N. Y.

NEW YORK SCHOOL OF INTERIOR DECORATION

FOUR MONTHS' PRACTICAL COURSE
TWO YEARS' INTERIOR DESIGN
Starts Oct. 2nd. Faculty of leading decorators. Period and modern styles. *Send for Catalog R*
HOME STUDY COURSE starts at once. For those who cannot come to New York. *Send for Catalog C*
515 Madison Avenue, New York 22, N. Y.

TRAPHAGEN SCHOOL OF FASHION *For Results*



TRAINING HERE PAYS LIFE DIVIDENDS
Intensive FALL and WINTER Courses
Classes now forming in all branches of Fashion for beginners or advanced students. Professional methods. Approved by Regents.

DAY, EVENING OR SATURDAY CLASSES
COURSES IN MINIMUM TIME IN DESIGN, ILLUSTRATION, CLOTHING CONSTRUCTION.
INTERIOR DECORATION AND DISPLAY
Free Placement Bureau for our students. Sales Dept. Send for Circular 1. Phone CO. 5-2077. Visit.
REGISTER NOW! Our Graduates in Demand!
SATURDAY A.M. CLASSES FOR JUNIORS
TRAPHAGEN, 1680 Broadway (52nd St.), N. Y. 19

Fine & Applied Arts

ABBOTT ART SCHOOL

B.F.A. degree. Fine and commercial art. Advtg., Fashion Illustration. Design for Textiles. Interior Design. Life. Water Color. Credits transferable. GI-approved. 25th year. Catalog. ANNE F. ABBOTT, BOX V. 2013 EYE ST., N.W., WASHINGTON 6, D. C.

HIGH MUSEUM

SCHOOL OF ART ATLANTA, GEORGIA
One of South's outstanding professional schools. Fine and advg. art. B.F.A., M.F.A. degrees. Interior dec., design. Ceramics. Summer session. Catalog. ROBERT S. ROGERS, BOX V. 1262 PEACHTREE ST., N. E.

STUDIO SCHOOL

OF ADVERTISING ART
Train for a well-paying position. Fashion Illustration. Commercial Art. Dress Design. Free Placement of graduates. Fall term: Sept. 11. Catalog V. ISABEL AFFLECK, 229 E. 6TH ST., CINCINNATI 2, OHIO.

MINNEAPOLIS

SCHOOL OF ART
Certificate Courses: Costume Design—Fashion Art Advertising Design—Interior Design—Design for Industry. An endowed school founded in 1886. Address, 200 E. 25TH ST., MINNEAPOLIS 4, MINN.

Modern School

- RETAILING with Field Work
- COSTUME DESIGN
- INTERIOR DESIGN and DECORATION
- FASHION ILLUSTRATION
- ADVERTISING ART and Copywriting

Licensed by Com. of Mass. Dept. of Education
Directors: Carolyn L. Dewing; Donald S. Feeley
Box 51, 687 Boylston St., Boston 16, Mass.

RAY-VOGUE

(No connection with Vogue Magazine)
Fashion Merchandising, Buying, Modeling, Dress Design, Pattern-making, Millinery, Fashion Illustration, Commercial Art, Advertising, Photography, Window Display. Individual advancement. Coed. Attractive school residence for girls. G.I. approved. Entr. Sept. 11. New school building. DEPT. V-8. 750 N. MICHIGAN BOULEVARD, CHICAGO 11

McDOWELL SCHOOL

Specialists
in Fashion Training
since 1876
Apply Now for September Admission
73 West 45th St., New York 19, N. Y.
Telephone: LUxemburg 2-1366

Music

SHENANDOAH

CONSERVATORY OF MUSIC, DAYTON, VA.
Member of the National Association of Schools of Music. B. Music & B. Music Ed. degrees. Reasonable rates. Address: DIRECTOR OF ADMISSIONS, BOX V25. SHENANDOAH CONSERVATORY, DAYTON, VA.

CINCINNATI CONSERVATORY OF MUSIC

Est. 1867. Affiliated with University of Cincinnati. Complete school of music. Degrees, diplomas, certificates. Dormitories. 10-acre campus. Address: REGISTRAR, DEPT. E. M., CINCINNATI 19, OHIO.

Drama, Radio, Television

NATIONAL ACADEMY OF THEATRE ARTS

Professional training for Theatre, Radio, Television. Graduates guaranteed one full season's employment. Cat. V. CLARE TREE MAJOR, PLEASANTVILLE, N. Y.

AMERICAN ACADEMY OF DRAMATIC ARTS

Foremost institution for Dramatic Training. Essential preparation for Theatre, Radio, Television, Teaching, & Directing. ROOM 251, CARNEGIE HALL, N. Y. 19.

LEWIS DRAMATIC SCHOOL

Acting careers planned personally by Mr. Lewis. Only talented students accepted. Productions with Brooklyn Playhouse. Special Vocal Dept. Day-Eve. classes. Fall term Oct. 3. 18th yr. Free Book V6. 109 W. 57TH ST., N. Y. 19. CI 6-2994.

EMERSON COLLEGE

Radio, TV, speech, drama, with liberal arts leading to A.B. degree. A.M. in speech education, speech therapy, drama. 70th year. Day, evening, summer sessions. Catalog. DIRECTOR OF ADMISSIONS, 128 BEACON ST., BOSTON 16, MASS.

SUCCESS results from experience & training



4 stages; complete radio & television studios; Touring Co.; MA, BA & non-degree work: acting, set design, directing, writing, administration.
TODAY write Gen. Mgr. for more info.
COLLEGE of THEATRE ARTS
36 S. El Molino Pasadena 1, Cal.
PASADENA PLAYHOUSE

College

ROCKFORD COLLEGE

- Liberal arts college offering degrees of A.B.; B.S. in Home Economics; B.S. in Nursing;
- M.S. in Speech Reeducation. Pre-professional training for medicine, medical technology, law, secretarial studies, social work.
- Teacher-training program includes practice teaching in city and county schools. *Write:* DIRECTOR OF ADMISSION

Rockford College Rockford, Illinois

Fashion Modeling

ACADEMY OF CHARM

FASHION MODELING AIR HOSTESS
Personal Improvement
Write for Free Booklet 26
585 PEACHTREE STREET, ATLANTA, GEORGIA

Medical Assistants

EASTERN SCHOOL

FOR PHYSICIANS' AIDES
Medical Assistants, X-ray or Laboratory Technicians, trained by Physicians for Physicians. Dental Assisting Course. Est. 1936. Coed. Fall Term, Sept. 18. Write for free Catalog V. 667 MADISON AVE., NEW YORK 21.

Secretarial & Business

WRIGHT MACMAHON SCHOOL

Secretarial training planned for college women.
Continuous placement service for all graduates.
Complete secretarial training in Spanish.
Help given out-of-town students in finding homes.
130 N. CAMDEN DR., BEVERLY HILLS, CALIF.

BERKELEY SCHOOL

- Secretarial training for preferred positions in radio, research, advertising, fashions, etc. Distinguished faculty. Personalized instruction. Effective placement. Write Assistant to Director for catalog. New term Sept. 18.

New York City.....420 Lexington Ave.
White Plains, N. Y.....80 Grand St.
East Orange, N. J.....22 Prospect St.

Retailing

TOBÉ-COBURN

SCHOOL FOR FASHION CAREERS
Learn styling, merchandising, advertising from fashion experts. One Year Course for college girls. Two Year Course for high school graduates. Store work with pay. Catalog A. 851 MADISON AVE., NEW YORK 21.

FASHION CAREERS

Train for interesting jobs in buying, fashion reporting, etc., in school equipped like dept. store. 1-year course for girls with one or more years of college. 2-year course for high school graduates includes liberal arts. Both courses include supervised store work with salary.
Ask for Catalog V and Graduates' Job List.
LABORATORY INSTITUTE OF MERCHANDISING
45 West 34th Street New York 1

Finishing School

Powers School

For Poise and Self-Assurance
Individually planned courses for girls and women of all ages including grooming, posture, figure control, styling, make-down, speech, walking. Private instruction. Special short-term courses. Residences recommended.
Write Mary Vail, POWERS SCHOOL
247 Park Ave. New York 17, N. Y.

Hotel Training

Be a Hotel Hostess



Enjoy Your Work! Fascinating positions in hotels as Hostess, Housekeeper, Manager. Grade school education plus Lewis Training qualifies you. One student writes: "I was offered three positions by Lewis School. I selected this one as Hostess-Assistant Manager of a famous resort." Write for Free Book. *Course Approved for Veterans Training.* LEWIS HOTEL TRAINING SCHOOL, Sta. SM-6201, Washington 7, D. C.

Fashion Modeling

chic school

FOLLOW THE PATH OF SUCCESSFUL GRADUATES
Obtain practical, individual instruction at one of
NEW YORK'S FASHION TRAINING CENTERS
Dress Pattern
DESIGNING
Costume Sketching • Garment Construction • Patternmaking
Draping • Grading
Coed. Fall Term, Sept. 18. Request free Booklet G-2
CHIC SCHOOL, 229 W. 36th St., New York 18, Wls. 7-5887.



FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
FASHION DESIGN • MERCHANDISING • BUYING
STYLING • FASHION ILLUSTRATION • REPORTING
Today the young woman with a well-trained fashion perspective and good style sense finds newer and greater opportunities. Intensive fashion training under direction EMIL ALVIN HARTMAN America's Foremost Fashion Instructor and Style Authority. Resident Fall enrollments request Book 5. Home Study Book 5H.
812 FIFTH AVENUE, NEW YORK 21 • Regent 7-0231-2



FASHION AND PHOTOGRAPHIC MODELING

• *A distinctive career for attractive girls* •
Prepare for today's superior opportunities in modeling for photographers, in exclusive shops, showrooms and fashion shows.
FREE PLACEMENT SERVICE • DAY-EVE. SESSIONS
ILLUSTRATED CATALOGUE A ON REQUEST
Helen Fraser, *Director*
BARBIZON STUDIO OF MODELING
576 FIFTH AVENUE, N. Y. 19, N. Y.

Boys' Schools

RANSOM SCHOOL
FORMERLY ADIRONDACK-FLORIDA

Est. 1903. Full school year on Biscayne Bay, Florida. Prepares boys 10-18 for all colleges. Boarding, day. Strict emphasis on scholastic attainment. Sports. D. P. CAMERON, COCONUT GROVE, MIAMI 33, FLA.

CARDIGAN MOUNTAIN

For younger boys, grades 6-9. Sound preparation for all secondary schools. Small classes. Home-like surroundings. Activities to meet boys' interests. Sports, woodcraft, fishing, trips, skiing. WILFRED G. CLARK, HEADMASTER, CANAAN, N. H.

Coeducational Schools

THE FORMAN SCHOOL

Girls—Boys. Grammar School through College Preparatory. Classes small so that education can be individualized. Home environment.
LITCHFIELD, CONNECTICUT

EDGEWOOD

A boarding and day school for boys and girls from Nursery School to College. Excellent college record. Carefully selected faculty. Workshops for Arts & Crafts. Country life. Year-round sports. 20-acre campus. 30 miles from New York. GREENWICH, CONN.

Tutoring

THE TUTORING SCHOOL
74 EAST 55 ST., NEW YORK 22, N. Y.

Individual instruction preparing for all major colleges and schools. 25th Year.
Catalog on request TEL. PLAZA 5-6666

New York City Day

THE BOARDMAN SCHOOL, INC.
FORMERLY THE HAMILTON SCHOOL, INC.

A creative school for children 2 thru 8 years.
Now registering for Fall 1950.
Hours 9-12 or 9-3. Transportation. Catalog on request.
6 EAST 82ND ST., N. Y. 28. BUTTERFIELD 8-4072

Special Schools

THE WOODS SCHOOLS

For Exceptional Children
Camp with Tutoring
Boys Girls
BOX 169, LANGHORNE, PA.
MOLLIE WOODS HARE, PRINCIPAL

THE BROWN SCHOOLS

Special attention given to educational & emotional difficulties. Four units. Full time Psychologist. Registered nurses. Pool. Fireproof building. Ranch. Camp. PAUL L. WHITE, M.D., F.A.P.A., MEDICAL DIR. BERT V. BROWN, DIR., BOX 4008, AUSTIN, TEXAS.

Foreign School

BRILLANTMONT

Institution Heubi Lausanne, Switzerland
Girls 12-20. Chateau: French, Languages, music, art. Special courses for College Board preparation. Villa: Complete courses in Home Economics. Sports. MRS. A. V HAWKINS, SYOSSET, LONG ISLAND, N.Y.

Girls' Schools

THE BEARD SCHOOL

Fully accredited. Outstanding preparation for college. General course includes art, music, dramatics, modern dance. Varied sports program. Educational trips to New York. Established 1891. EDITH M. SUTHERLAND, BOX 30, ORANGE, NEW JERSEY.

KENT PLACE

Founded in 1894

Notable record of college preparation. Unusually broad curriculum in General Course. Excellent Music, Art and Dramatics. All sports; extensive campus. Country life with city advantages. *Catalogue on request.*

Harriet Larned Hunt, A.B., A.M., *Headmistress*
SUMMIT, NEW JERSEY

Girls' Schools

PINE MANOR JUNIOR COLLEGE

Fully accredited residential junior college for young women, specializing in general education in the fields of Liberal and Fine Arts and Social Studies, Terminal and Transfer. Music, Art, Riding. MARIE WARREN POTTER, PRES., WELLESLEY, MASS.

ERSKINE

2-year courses for day and resident girls of college age. Individualized programs. Secretarial, Radio, Television, Drama, Social Service, Fine, Liberal Arts. Music. Superior faculty from nearby universities. MISS ANNE A. YOUNG, DIR., 111 BEACON ST., BOSTON, MASS.

THE GARLAND SCHOOL
A JUNIOR COLLEGE

Homemaking majors: Clothing, Food, Child Study. Art majors: Costume Design, Interior Decoration, Fine Arts. 5 practice residences. GLADYS V. JONES, 409 COMMONWEALTH AVE., BOSTON 15, MASS.

HOUSE IN THE PINES

Junior College: Vocational and Liberal Arts Courses. Cornish School: College Preparatory and General Courses, including art, music, secretarial. Excellent riding stable. Swimming. Catalogue. M. ELIZABETH JOHNDROE, DIR., 40 PINE ST., NORTON, MASS.

DANA HALL

Established 1881 for girls 14-18. Tenth, eleventh and twelfth grades. Thorough College Preparatory and broad General Courses. Strong Art and Music Departments. Dramatics, Riding and Modern Dance. MRS. ALNAH J. JOHNSTON, PRINCIPAL, WELLESLEY, MASS.

NORTHAMPTON
SCHOOL FOR GIRLS

Preparation for leading eastern colleges. Beautiful 12-acre campus. Outdoor life. Winter sports. 8th grade to college. Principals: DOROTHY M. BEMENT, SARAH B. WHITAKER. BOX E, NORTHAMPTON, MASS.

Any of the schools listed here will gladly give you further information. Letters mentioning VOGUE will receive special consideration.

ABBOT ACADEMY

A College Preparatory School. 9th through 12th Grades. Special emphasis on Music. Large campus. Modern buildings and equipment. All sports. 23 miles from Boston. Founded 1829. Catalogue.
MARGUERITE C. HEARSEY, PRIN., ANDOVER, MASS.

STONELEIGH-PROSPECT HILL

Accredited college preparatory, general courses. 8—12th Grades. Art, music. All sports. 150 acres, beautiful modern building. Professional instruction in riding, skiing. Mensendieck for posture. MRS. GEORGE WALDO EMERSON, BOX D. GREENFIELD, MASS.

OAK GROVE

Friends School for Girls emphasizes Preparation for College and Gracious, Purposeful Living. Music, Art. Speech. Grades 7-12; Strong P. G. for H. S. Grads. Riding included. New fireproof Quadrangle. MR. & MRS. ROBT. OWEN, BOX 121, VASSALBORO, ME.

Mary A. Burnham



Thorough preparation for all colleges. Also general & postgraduate courses. Exceptional work in music, art. Drama, secretarial. College town advantages. Riding, swimming, tennis, skiing, all sports. Mensendieck system for posture. National enrollment. 72nd year. Summer School, Newport, R. I. Catalogues. **Mrs. George Waldo Emerson, Prin., Box 43-D, Northampton, Mass.**

THE KNOX SCHOOL

College preparatory, postgraduate courses. Secretarial. Art, music, drama. Stimulating social program includes dances, ice carnival, skiing weekend, horse shows. Catalog.

Mrs. Alexander Stewart Phinney, Prin.
Box V, Cooperstown, N. Y.

Marjorie Webster

JUNIOR COLLEGE In Nation's Capital. Accredited 2-year terminal and transfer courses in: Liberal Arts; Physical Education and Kindergarten; Secretarial; Speech, Dramatics and Radio; Music; Fine and Commercial Arts; Merchandising. Large indoor pool and gymnasium. All sports. Attractive campus. *Catalog.* **Box V, Rock Creek Park Estates, Washington 12, D. C.**

Girls' Schools

EDGEWOOD PARK

For young women. Accredited college prep. Advanced courses in cultural and practical arts, fine arts, sec. sc., real estate, med. asst., home ec., drama, interior decoration, mdsg., kindergarten. Moderate rates. Sports. Catalog. BOX V-10, BRIARCLIFF MANOR, N. Y.

MT. ST. MARY-ON-THE-HUDSON

On beautiful 42-acre estate 60 miles from New York City. Fireproof buildings. Accredited. College preparatory, academic courses. Grades 1-12. Music, Art. Year-round sports. Small classes. Tel: Newburgh 800.
SISTERS OF ST. DOMINIC, NEWBURGH, N. Y.

HELEN NORFLEET
INDIVIDUAL STUDY PROGRAMS, INC.

Fine arts, business, homemaking or any desired training thru N. Y. professional schools, with cultural course under Columbia professors. Beautiful residence. Fee covers opera, theatres, 36 EAST 67TH ST., N. Y. 21.

BARMORE SCHOOL
LIBERAL ARTS—CAREER COURSES

Fashion Merchandising, Child Training, Interior Decoration, Fashion Art, Home Management, Social Training, Secretarial, Liberal Arts. Day and Resident Students. 15 EAST 70 STREET, NEW YORK 21.

GRIER SCHOOL

In the Alleghenies. Accredited College Preparation and General Courses. Home atmosphere for girls 12-18. Music, Art. Typing. Exceptional Riding. Winter and team sports. 1000 acres. Gym, pool. 97th year. THOMAS C. GRIER, HEAD, BOX 68, TYRONE, PA.

LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music. Home Economics. Secretarial Studies. Art. Dramatic Art. Preparatory and General Courses. All Sports. Riding. Pool. Moderate Tuition. BYRON K. HORNE, D.D., BOX 98, LITITZ, PA.

ST. MARGARET'S SCHOOL
AN EPISCOPAL SCHOOL FOR GIRLS

Thorough preparation for college. Small classes. Grades 7-12. Music. Art. Dramatics. All sports. Beautiful location on Rappahannock River. Catalog. MISS VIOLA V. WOOLFOLK, TAPPAHANNOCK, VA.

Fairfax Hall
PREPARATORY • JUNIOR COLLEGE

An old Virginia school for girls in the famous Shenandoah Valley. Accredited 4 years high school. Two years college. Liberal arts, fine arts, secretarial, music. Happy social life. Spacious grounds. All sports. Indoor and outdoor pools. Private stable, riding rings. Catalog. **Wm. B. Gates, President, Box V-508, Park Station, Waynesboro, Virginia.**

Averett



Accredited Junior College emphasizing liberal arts. Music, art, speech and dramatics, sec'l, med. sec'l, physical education, home economics. Modern buildings. Spacious campus. 91st year. Endowed. Write for catalog.
Curtis Bishop, Litt.D., Box V, Danville, Va.

Penn Hall

2-yr. Junior College. 4-yr. Preparatory School. Recognized by major colleges, universities. Liberal Arts, Career and Professional courses. 192-acre campus 94 miles from Washington. Riding, golf, swimming pool. Trips, social life. Connecting shower baths in dormitory suites. Catalogue.
Dr. Sarah W. Briggs, President
Penn Hall Box V Chambersburg, Pa.

Girls' Schools

SOUTHERN SEM. & JR. COLL.

Accredited Jr. College & H.S. for girls & young women. Blue Ridge Mts. Music, Art, Drama, Home Ec., Phys. Ed., Secretarial, Merchandising. Kindergarten Tr., Equitation. 83rd Yr. MARGARET DURHAM ROBEY, PRES., BOX 108-V, BUENA VISTA, VA.

ASHLEY HALL

Accredited college preparatory and general courses in atmosphere of Southern culture. Music and art depts. Mild climate, year round outdoor sports; riding, pool. Dramatics. Lower school. Catalog. WILLIAM S. PIPER, JR., DIRECTOR, BOX V, CHARLESTON 15, S. C.

HARRIS FLORIDA SCHOOL
ESTABLISHED IN 1914 ACCREDITED

Separate departments for older and younger girls. Catalogue and Viewbook upon request.
1057 BRICKELL AVENUE, MIAMI, FLORIDA.

GULF PARK COLLEGE

By-the-Sea. Accredited non-profit Jr. College. Also 2 years high school. Music, art, speech and theatre arts, home ec., sec'l. Salt water sports, pool. Riding, aviation, dancing. Catalog: CHARLES P. HOGARTH, PH.D., PRES., BOX V, GULFPORT, MISS.

HOCKADAY PREPARATORY SCHOOL & JUNIOR COLLEGE

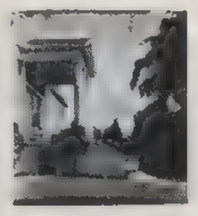
Dallas, Texas. Day & boarding. Outstanding in Southwest for 35 years. Fully accredited, high academic standards, cultural advantages, outdoor sports.

COTTEY JUNIOR COLLEGE

For women. Established 1884. Owned by the P.E.O. Sisterhood. Liberal Arts Pre-professional courses. Fully accredited. $845.00 tuition, room, board, private lessons in music. For information, write: BLANCHE H. DOW, PH.D., PRES., NEVADA, MO.

SAN LUIS RANCH SCHOOL

College preparatory and general courses. Thorough scholastic work. Dry, sunny climate. Outdoor life and sports all winter. Daily riding, tennis, skating, skiing. Separate department for girls 6-12. MRS. ROBERT R. POTTER, COLORADO SPRINGS, COLO.



GREENBRIER COLLEGE

For 138 years, a school for girls, in the southern manner. 2 yrs. H.S. 2 yrs. Standard College work. Liberal Arts, General Education, Music, Art, Dramatic Art, Physical Education and Secretarial. Modern fireproof student residence hall. Address:

FRENCH W. THOMPSON, PRESIDENT
BOX 408, LEWISBURG, WEST VIRGINIA

VIRGINIA INTERMONT

In a beautiful setting "among the mountains" students learn to develop capacities for leadership while preparing for senior college, or career. Fully accredited Junior College and two years high school. Music, Art, Dramatics, Journalism, Radio, Home Ec., Phys. Ed., Secretarial, Liberal Arts. All sports, riding, swimming. Founded 1884. Scholarships. *New York phone: PLaza 9-0889.* **Catalog: R. L. Brantley, Ph.D., Pres., Box 127, Bristol, Virginia.**

FAIRMONT-CASEMENTS
Junior College and Preparatory Courses
(*Credits Transferable*)

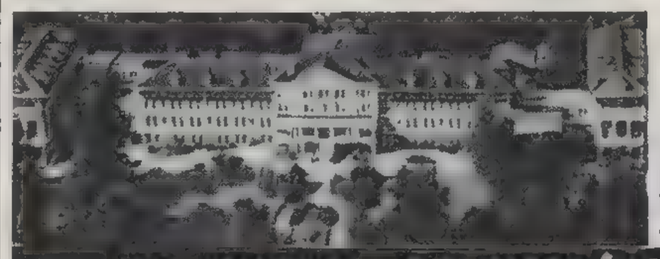
Magnificent estate with both river and ocean frontage. Offers liberal arts, fine arts, costume design, commercial art, domestic arts, radio, dramatics, secretarial, social service, dancing, music. Outdoor activities include surf bathing, riding, boating and golf. For catalog (specify junior college or preparatory school) and view folder, address:

Maud van Woy, A.B., Box T, Ormond Beach, Fla.
(*Reputedly most healthful spot on East Coast*)

HARCUM JUNIOR COLLEGE
Bryn Mawr, Pennsylvania

Academic, Fine Art, Medical Secretarial, Music, Secretarial Science, Experimental Theatre, Merchandising. Vocational guidance, practical experience, placement service. Riding and sports. Beautifully situated in a college community.

Edith Harcum, President Box V Bryn Mawr, Pa.



Sullins COLLEGE

Fully accredited Jr. Coll. & 2 yrs. H. S. 79th yr. Virginia traditions. Liberal Arts program. Music, Art, Secretarial, Dramatics, Speech, Radio, Home Ec., Physical Ed., Dancing. Each room has connecting bath. 327 acres, lake, indoor pool. Riding. All sports.

WRITE FOR LITERATURE • W. E. MARTIN, PH. D., PRES., BOX V, BRISTOL, VIRGINIA

ORIGINAL

Harrismoor



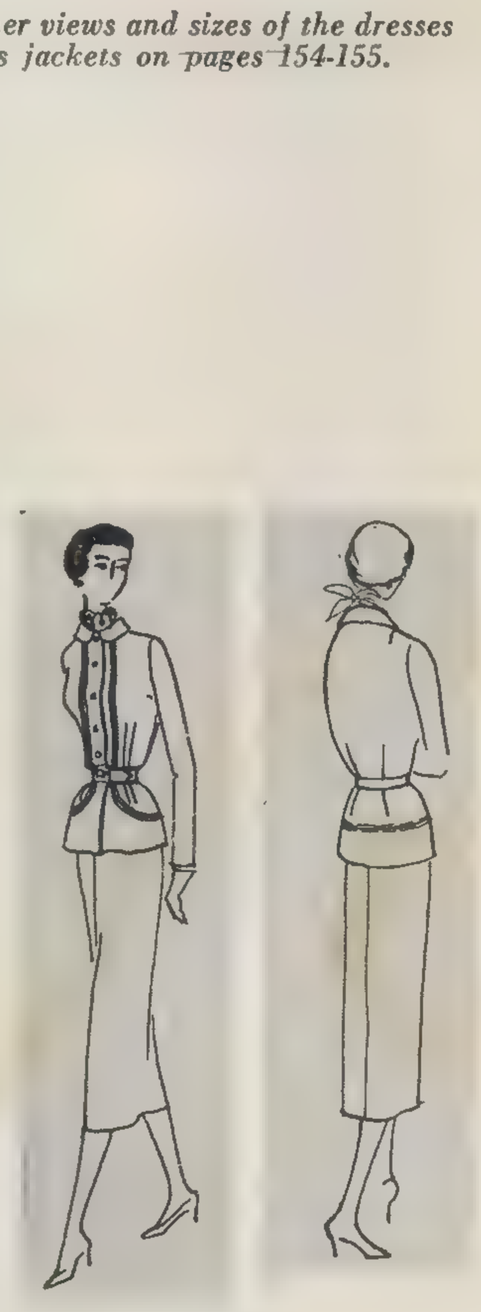
Smartly casual, artistically tailored, ORIGINAL HARRISMOOR COATS are the season's favorites . . . for their soft, luxurious fabrics and figure flattery, their cozy comfort and correctness for all occasions!

THE H. HARRIS COMPANY

174 E. Fourth Street • St. Paul 1, Minnesota

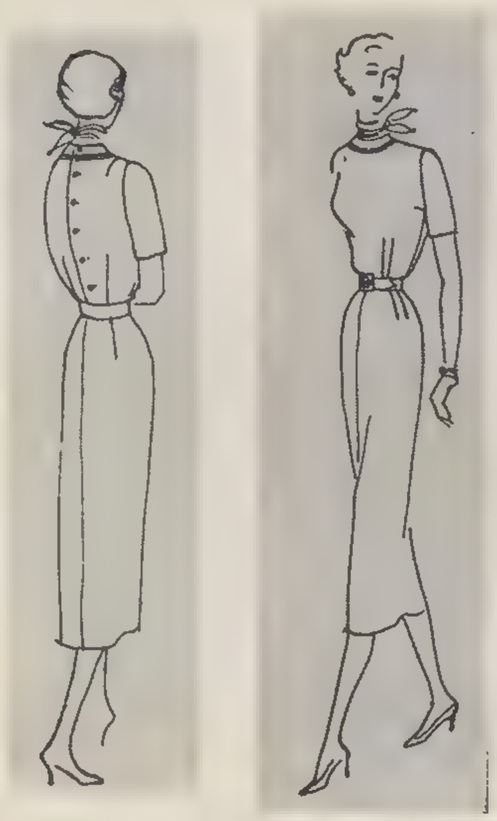
DESIGNS FOR DRESSMAKING

Other views and sizes of the dresses plus jackets on pages 154-155.



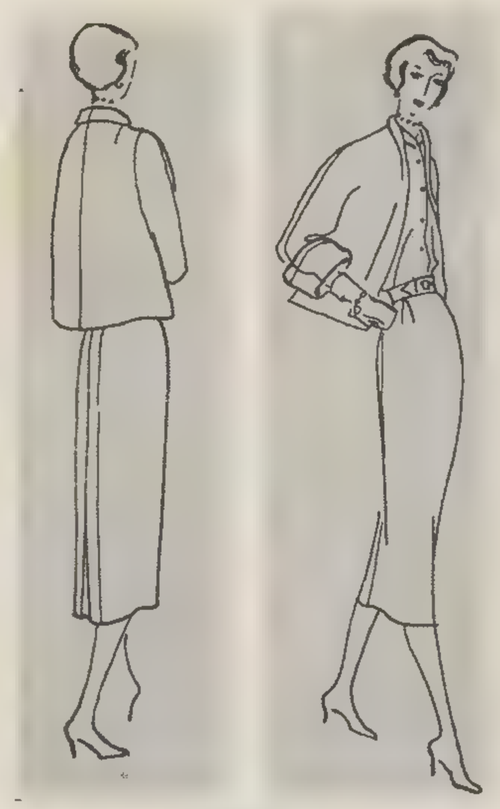
S-4140

The dress plus a box jacket, No. S-4124; sizes 12 to 18 (30 to 36). For size 16: dress and jacket lining, 3¾ yds. of 54"; jacket: 1⅞ yds. of 54". Other combinations, two greys, or a mauve and plum-colour. Price, $1.



S-4140

The dress plus a belted jacket, No. S-4140; sizes 12 to 20 (30 to 38). For size 16: 3⅞ yards of 54-inch material. An alternate bright colour—royal blue; an alternate fabric, Oxford-brown flannel. Price, $1.



S-4124

VOGUE PATTERNS MAY BE BOUGHT IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. Note: Connecticut residents please add sales tax.

TRAINING COURSE IN FASHION

THE 10th Fashion Training Course —"Fashion Jobs"—conducted by The Fashion Group, Inc. (an organization of women in the fashion field), will be given on Monday evenings, 7:30 to 9 P. M., beginning Monday, September 25 through Monday, December 11, 1950. The sessions will be held at Carl Fisher Hall, 165 East 57th Street, N. Y. Enrollment fee for the course is $15.

Lecture topics this year include fashion markets, fabric styling, designing trends, buying, fashion coordination, display, advertising, publicity, and editorial work. The final meeting will be devoted to job counseling and a discussion of opportunities and requirements in the world of fashion. The speakers—all members of The Fashion Group—are experts in their fields.

There will be cash essay prize awards (open to those taking the entire course)—a first prize of $100, and two prizes of $50 each.

For information and advance registration, address:

The Fashion Group, Inc.
9 Rockefeller Plaza
New York 20, New York
Tel: CI 7-3940

REEVROY *the luxury Corduroy*

THE FABRIC BELLE OF THE FALL



Reevroy is a velvety-soft *lightweight* corduroy. Yet it's amazingly rugged and holds its shape throughout many wearings. A town or campus favorite—apparel illustrated tailored by Majestic—little-boy jacket under $11 and skirt under $8, in auburn-rust, red, smoke-grey, wintergreen, navy, sizes 10-18.

at **B. ALTMAN & CO.**, *New York*

MAJESTIC

styles the fashions

Reeves
MAKES THE FABRIC

REEVES BROTHERS INC., 54 Worth Street, New York 13, New York

Vogue's Buying Guide in the back of this issue tells you where to buy this merchandise.



Finest New Zealand Suede Leather Jacket 30" long, in beautiful jewel tones, emerald, gold, sapphire, garnet. Sizes 10 to 18. **$39.95**

Other styles three quarter lengths **$59.95**

— full length **$79.95**

MAIL ORDERS PROMPTLY FILLED.

Matching hats and bags available.

Trent—Leathers INC.

44 West 57th Street • New York 19, N. Y.

LEATHERCRAFT PROCESS

The only service of its kind for—

SUEDE

COATS — JACKETS
Suede trimmed apparel
cleaned • redyed • processed

HANDBAGS

ALLIGATOR — LEATHER
glaced • dyed • renewed repaired • relined

ALL LEATHER GLOVES

Processed
$1.00 per pair
Minimum 3 pairs

DELIVERY SERVICE IN MANHATTAN
TEL. MU 8-2030
Mail Orders Dept. 709

Leathercraft Process* OF AMERICA INC.
1052 First Avenue at 57th Street
New York 22, N. Y.
*Trade Mark Reg. U. S. Pat. Off.

Man-Tailored! Hand-Tailored!

SKIRTS AND SLACKS



Basic in your wardrobe . . . distinguished skirts and slacks made from nationally-advertised fabrics and hand-woven tweeds from our historic old mill. Each garment is the personal creation of a master craftsman . . . guaranteed to satisfy you in every way — material, styling, tailoring, fit. You wear the quality!

Fill out order form and mail it to us with payment. Postage-free delivery within 10 days and money-back guarantee.

ORDER FORM — JUST CLIP AND MAIL

It's easy! Just check material, color, and size desired.

SKIRTS *(Best fabrics made)*..... **$25.95**
(SIZES 10—18)

Gabardine *(beige, natural, navy, black)* size....
Flannel *(light gray, brown, beige, oxford)* size....
Hand-loomed tweeds *(all patterns and colors, state preference)* size....

SLACKS **$29.95**
adapted from the masculine sailor-style panel or fly-front.

Gabardine *(beige, natural, navy, black)* size....
Flannel *(light gray, brown, beige, oxford)* size....

Please send skirts or slacks as checked above. I enclose $.....cash or money order to cover cost in full. I will return garments for full refund if I am not fully satisfied.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

OLD LYME HAND WEAVERS
OLD LYME, CONNECTICUT



Coat dress buttoning all the way down the front. Lustrous cotton broadcloth embellished with beautiful ocean pearl buttons—Emerald Green, French Blue, Cranberry Red. State second choice.

3—4—5—6—6x **$8.95** 7—8—10 **$10.95**

Postpaid. Send check or money order. No C. O. D.'s please.

denise

516 Fifth Ave. Dept. V.A. New York 18, N. Y.

TALL GALS!

SEND PENNY POSTAL TODAY FOR FREE 24 PAGE BOOKLET V

BUY DIRECT VIA MAIL

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

SHOECRAFT nationally famed 5th Ave. TALL GALS stage and society shoes are sold direct only. Personal fit, longer wear make them real money-savers. ORDER A PAIR TODAY. MONEY-BACK GUARANTEE if unworn.



Woodland $16.95 Brown or navy bucko.

SHOECRAFT
603 FIFTH AVE. • NEW YORK 17
All sizes up to 12 • AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1

SHOP

FOR HIGH HONOURS in a college wardrobe, short overcoat of navy-blue Belgian lapin. 32" long, with deep cuffs, collar closed by braid scrolls. Lining: striped rayon tie-silk. Sizes 12-20; $135 tax inc. Also wine-red, black, brown, green. Harold J. Rubin, 52 E. 56 St., N. Y.



THE SHOULDER BAG, part of this year's accessory news, in saddle-stitched cowhide, with brass clasp, detachable strap. In red, green, beige, brown, or black. $5 plus tax; Drum & Drum, 1043 Stuyvesant Ave., Irvington, N. J.



KITTEN FEET. To wear at home, or in the dormitory, these gaily printed, washable boots of quilted cotton with cuffs and lining of red, green, or blue, suède soles. Small, medium, large. $2.95 ppd. Grenada, 18 E. 41 St., N. Y.



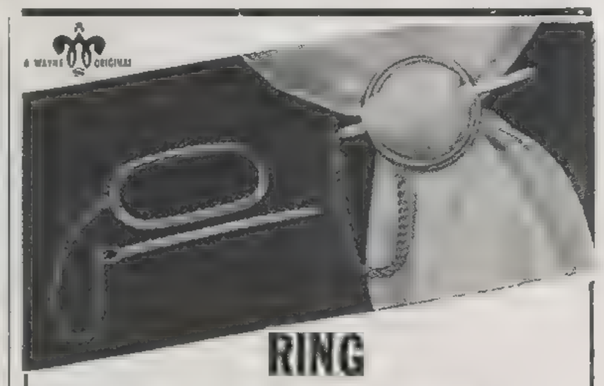


visit *Canada's* leading jewellers

See our large collection of English Bone China dinnerware patterns . . . Birks own Sterling Silver tableware in more than 20 patterns . . . at advantageous prices. Your U.S. currency is worth 10% more in Canada.

Stores in Principal Canadian Cities.

BIRKS



RING SCARF HOLDERS

In Handwrought STERLING *Silver*

Convenient little accessories that keep the knots out of milady's silken scarves and enable her to arrange them, without piercing, in any of the dozen different ways she may prefer.

OVAL scarf holder, ½" x 1½", or ROUND scarf holder, 1" dia. in Sterling, or Gold on Sterling

Gift Boxed.....each **$3.50**

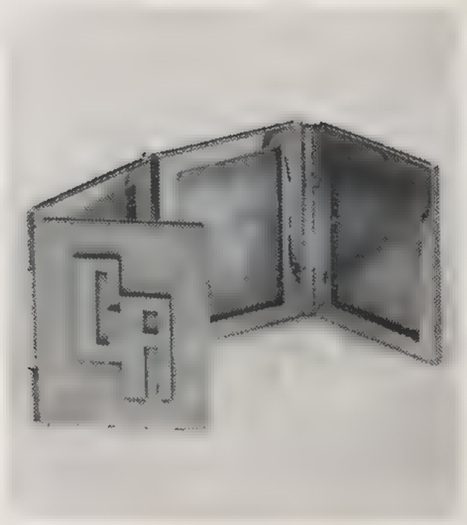
Post Paid and Tax Included

Write for Catalog

Wayne Silversmiths, Inc.
HAND WROUGHT PRECIOUS METALS
546 SOUTH BROADWAY
YONKERS • 5 • NEW YORK

HOUND

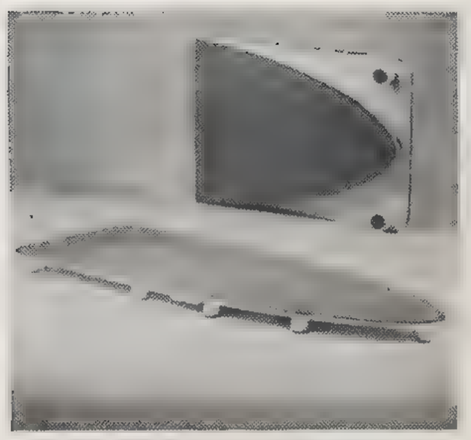
. . . leads the cheers



PICTURE GALLERY for your handbag or bedside table. In sterling silver with a raised two-letter monogram and hinges to make it fold up flat. With two, three, or four panels: $10, $15, or $19.50 respectively, tax included. Silverart Associates, 1525 E. 53 St., Chicago.



TWO STEPS toward a well-put-together look: light, simply cut opera pumps, with a slat of a heel, neat bows. In black or brown calfskin, black, brown, or navy-blue suède. $12.95. (Sizes 8½-12 add $1.) Shoecraft, 603 5th Ave., N. Y.



MIEHLMANN

PRESSED FOR SPACE? To tuck in a bureau drawer, a small suitcase, ironing board that measures only 12" x 9" when folded. Of wood with a heat-proof cork pad, cork-tipped legs. $3.75 ppd., Damar, 22 Treat Place, Newark, N. J.

for that young silhouette

Le Vine ORIGINALE

Season-able suit dress

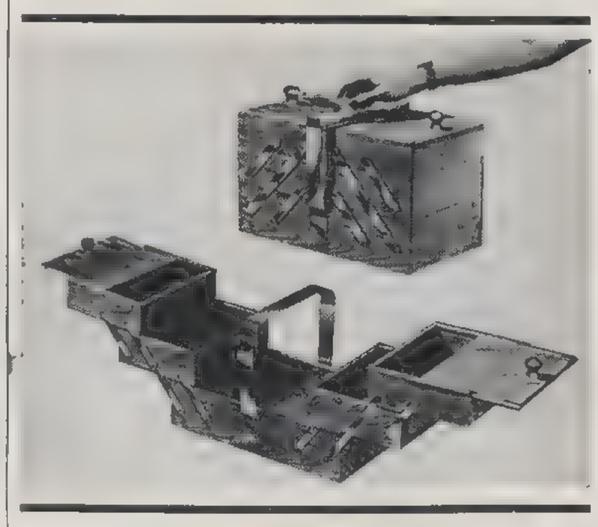
Matching ribbon ruching accents attached ascot and pockets. Black, brown, grape or green moss crepe. Sizes 12½ to 24½; 14 to 44.

$25.00



Mail orders prepaid

LOUIS LEVINE & SONS INC.
CINCINNATI 2, OHIO



Bestmade Portable

SEWING CABINET

Yes, it's the sewing cabinet that goes everywhere. Big enough to hold every sewing need in special compartments. *Small and light enough to carry easily*—weighs only 6 lbs. Durably made of sturdy hard wood. No nails used. Beautifully finished. Chromed metal handles and hinges. Use the bottom for cards, chips and score pads, and the swing trays for nuts and confections, etc. Made by master cabinet craftsmen. Choice of exquisite *Blonde, Red Maple* or *Walnut* finish. Finish protected by individual heavy corrugated container.

$9.95 postpaid *Sorry, no C.O.D.*

Carl Vaughn, Inc.

475 Fifth Avenue New York 17, N. Y.

Haymakers

the softest shoes that ever walked



TIE PUMP

$12.95

Fashioned to complement smart town and country clothes . . . crafted by experts almost entirely by hand of supple-soft leather . . . for foot freedom and comfort . . . no ridges, stiff toe boxes or counters . . . a beautifully moulded shoe-in-one-piece . . . yes, it's the softest shoe that ever walked.

Brown, black, bamboo, red or green smooth leather and white elk

AVON SHOE CO. Dept. V8
47 West 34th Street, New York
Please send me Haymakers at $12.95 pair
Pumps; Size____ Color____
Ties; Size____ Color____
Check enclosed ☐ Money order enclosed ☐
Name____
Address____
City____ State____

SIZE	CHART
AAAA	5½-10
AAA	5 -10
AA	4½-10
A	4 -10
B	3½-10
C	3½-10

56 YEARS OF GUARANTEED SERVICE!

Dyeing



by

Denihan

IS AN ART

- Dresses, gowns, etc. dyed with a guarantee not to shrink out of fit.
- We boast article will not appear dyed.
- Plain Dresses $8 (*Domestic Dye*).
- Dry cleaning ribbon, knits, lamé, taffeta frocks, our specialty.
- Wedding Gowns specially processed to preserve newness for generations.

Specialists

Suede and Leather

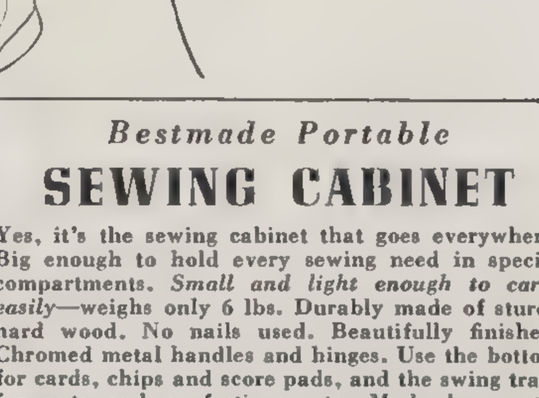
Cleaned and Redipped

Suede Suits $8.00
Gloves ..... .50
Men's Suede Jackets..... 4.75
mail to Palm Beach

B. J. DENIHAN Hamilton Bermuda
215 East 64 St. — N.Y.C. — TR 9-6400

Ballet Shoes . . . Steal the Show

Made to your particular order



Gay and versatile little slipper . . . neatly stealing all fashion honors! Smooth, smooth fit magically molded on La Mendola's famous ballet last . . . comfortably styled for day or night wear.

The shoes you'll live in, the shoes you'll love . . . in bright red, green, yellow, French blue, black, white, silver and gold.

in leathers $4.50
in silver or gold 7.50
in satin—white, black or pink . . . 6.50

State size, material, color. 10 days delivery.

No. C.O.D. All mail orders postpaid.

LA MENDOLA

126 West 46th Street New York City

Now science slims your winter silhouette



The miracle of MILIUM* multiplies the warmth of the lightest fabrics!

This slim-stemmed, free-flowing coat by James Róxton takes *pounds* off your winter silhouette. As light and deftly draped as a spring topcoat, thanks to its MILIUM* lining, it's winter-warm *without* bulky winter-weight.

No more need to "bundle-up" come winter. Coats with MILIUM*-labeled linings give you comfortable warmth with the trimmest of silhouettes.

HERE'S HOW: *You get cold,* according to medical science, through rapid loss of body heat. Up to 85% of that loss is through radiation, or heat waves leaving the body.

*MILIUM** linings *reflect* those heat waves back to the body to *keep* you *warm* and *comfortable.*

When you're looking for warmth, don't look for weight. Look for *MILIUM**. You'll find MILIUM*-labeled garments for men, women and children in fine stores now.

Milium
TRADE-MARK

*MILIUM is a proprietary mark which has been licensed solely to Deering, Milliken and Company, Incorporated or its affiliates for use in connection with resinated metal-sprayed fabrics, and may be used on such goods processed by them for themselves or others (or on garments and articles manufactured therefrom) and which meet the rigid standards of the license.

There are Three Vogues
American, British, French
EDNA WOOLMAN CHASE
Editor-in-Chief

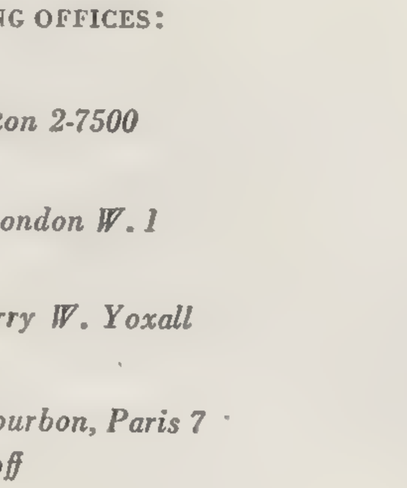
AMERICAN VOGUE
JESSICA DAVES, EDITOR
ART DIRECTOR: *Alexander Liberman*
ART EDITOR: *Priscilla Peck*
FASHION EDITOR: *Bettina Ballard*
Associates:
Eleanor Montgomery
Constance Bradlee Thayer
Babs Simpson
Virginia Thaw
Catherine Murray McManus
Francesca Kilpatrick
Marion Skerten
Nicolas de Gunzburg
Despina Messinesi (Paris)
FEATURE EDITOR: *Allene Talmey*
Associate:
Mary Jean Kempner
EXECUTIVE EDITOR: *Mildred Morton*
CONTRIBUTING EDITORS: *Millicent Fenwick*
Evelyn Clark Emmet
Evelyn Green Haynes
HOSTESS EDITOR: *Alison Bisgood*
BEAUTY EDITOR: *Muriel Maxwell*
Associate: *Mary Haas*
SOCIETY EDITOR: *Margaret Case*
MERCHANDISING SERVICE EDITOR: *Kathleen Casey*
West Coast: Frederika Fox
COPY EDITOR: *Lois Bohlig*
STAFF WRITERS: *Carol Phillips • Mab Wilson*
Kate Rand Lloyd
COPY EXECUTIVE: *Jeanne Ballot*
BUSINESS MANAGER: *C. B. Van Tassel*
ADVERTISING MANAGER: *William C. Stowell*
EDITORIAL AND ADVERTISING OFFICES:
420 Lexington Ave.
New York 17, N. Y.
Telephone—LExington 2-7500

BRITISH VOGUE:
37 Golden Square, London W. 1
EDITOR: *Audrey Withers*
MANAGING DIRECTOR: *Harry W. Yoxall*

FRENCH VOGUE:
4 Place du Palais Bourbon, Paris 7
EDITOR: *Michel de Brunhoff*

VOGUE IS PUBLISHED BY
THE CONDÉ NAST PUBLICATIONS INC.
PRESIDENT: *I. S. V.-Patcévitch*
VICE PRES. & ADV. DIR.: *Frank F. Soule*
VICE PRES. & COMPTROLLER: *Benjamin Bogin*
TREASURER: *William E. Beckerle*
SECRETARY: *Mary E. Campbell*
BUSINESS MGR.: *Perry L. Ruston*

COVER: Speaking for this issue of Vogue in a clear American accent: a suit of *dark* grey Milliken worsted flannel, braid-bound. By Henry Rosenfeld, $40 (a *very* American price!). A velveteen casquette, *the* young hat-shape of the year. By Betmar, $6. Earrings by Coro, $2 plus tax. Black calfskin bag, by Jana, $25 plus tax. Dawnelle gloves, $4. All, Saks Fifth Ave.; Frost Bros.; and shops listed on page 86. Suit, also at Hutzler's; Jordan Marsh. Barbara Gould's clear "Red Arrow" lipstick.



PENN

VOGUE

INCORPORATING VANITY FAIR

AUGUST 15, 1950, CONTENTS

Fashions for the Smart Girl in and out of College

The accent is American: the trans-American suit *100–101*
The accent is colour *102–105*
Trans-American suits *106–109*
Accent: the shirt-and-skirt costume *110–111*
Accent: news above the waist *112–113*
Coat choices, dress choices . . . the accent: texture *114–119*
Velvet evening: plaid accent *120–121*
. . . for certain evenings *122–123*
Plaid . . . for certain evenings *124–125*
In velvet *126–127*
The heart-shaped jewel. The hair is a jewel *128–129*
Every/any day—in/out of college *172–173*
Shoe and bag accents *174*
New controlling factors—corsets *176–177*
Silent porters—luggage for college *183*

Other Fashions

Short dinner dress with its own coat *146–147*
Coming in, autumn 1950 . . . . . *148–153*
The grandee's cape-coat. Knee-length dolman *148–149*
One-button box-jacket suit. Postillion-jacket suit *150–151*
Shortcoat with sweep. Straight coat, cropped *152*
Wrap-around skirt. Middy-bodice sheath *153*
Vogue Designs for Dressmaking *154–155*
The shirt suit *158*
The little boy jacket suit *159*
Tweed suit brilliance *160–161*
First dress: early furs *162–163*
Suit lives *164*

People and Ideas

Vogue's eye view of the Prix de Paris *99*
Cash and the arts in England. By B. Ifor Evans *130*
Nice to remember. By Lucy Poate Stebbins *131*
"The Consul"—a montage *132–133*
Young Broadway producers *134–135*
Iran *136–139*
The beauties at the Paris parties *140–145*
Thoughts on Mexico. By Clare Boothe Luce *156–157*
Vogue's 16th Prix de Paris rules and quiz *88*

Special Departments

Discoveries in Beauty *85*
Vogue's School Directory *90–91*
Shop Hound *94–95*

COPYRIGHT 1950, THE CONDÉ NAST PUBLICATIONS INC. THE ENTIRE CONTENTS OF VOGUE INCORPORATING VANITY FAIR—TEXT AND ILLUSTRATIONS—ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND COUNTRIES SIGNATORY TO THE BERN CONVENTION AND THE PAN AMERICAN CONVENTION. ALL RIGHTS RESERVED. TITLE VOGUE INCORPORATING VANITY FAIR REGISTERED IN U. S. PATENT OFFICE. VOGUE IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY, AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC. (ALSO PUBLISHERS OF BRITISH VOGUE, FRENCH VOGUE, HOUSE & GARDEN, BRITISH HOUSE & GARDEN, GLAMOUR, VOGUE PATTERN BOOK.) EDITORIAL AND ADVERTISING OFFICES, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN. SUBSCRIPTIONS $7.50 A YEAR, $12 FOR TWO YEARS, PAYABLE IN ADVANCE. TO POINTS OUTSIDE CANADA, U. S. A., AND POSSESSIONS, $15 PER YEAR. SINGLE COPIES FIFTY CENTS IN U. S. AND CANADA. $1 ALL OTHER COUNTRIES. FOUR WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. IN ORDERING A CHANGE, WRITE TO VOGUE, GREENWICH, CONN.; GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST WRAPPER.



Ronay

presents

"S-Q-U-E-E-Z-E M-E"

- squeeze . . . *it's open*
- snap . . . . *it's locked*

Here is something *really* new. Ronay's exclusive "Squeeze Me" lock—
an important fashion-wise contribution to you for Fall. *Interesting, exciting*
and *practical* it adorns a beautiful group of handbags in the season's
new Fall shades. Illustrated are two in this group at $15.00* and $18.50*.
See the "Squeeze Me" collection at your favorite department or specialty store, or write us.

"Luxury without Extravagance in Handbags" Ronay Inc.

One East Thirty-Third Street, New York 16

*plus tax

VOGUE'S

EYE VIEW OF THE PRIX DE PARIS



ANNE ZIESMER, FIRST PRIZE WINNER, 1950

Somewhere under heaven today, unknown and unsuspecting, is a girl with Paris in her future: a special girl attached by unseen threads to a special aspect of Paris. As yet no trace of her identity is showing. Or just a trace: she is entering this fall on her senior year at an American college. This is a sure thing about her, for it is the entrance requirement to Vogue's Prix de Paris competition.

Vogue waits for this 16th Prix winner and new staff member to show herself—as every year for fifteen years, screening, in all, fifteen thousand contestants to find them, they have waited for her predecessors. In those fifteen years the Prix de Paris, which began in 1935 with a modest 568 contestants, has climbed into a major national competition with a yearly average of fifteen hundred entrants. Undertaken as a trial-and-error venture to siphon off gifted undergraduates before they got swallowed up in the world beyond the college close, the Prix has developed into a scouting operation that for systematic combing of the young for talent is second only to that of organized baseball.

To Vogue, the Prix has been a kind of miraculous pitcher replenishing their staff (and the staffs of the other Condé Nast magazines, *Glamour, House & Garden, Vogue Pattern Book*) from an inexhaustible source of fresh thought and young energy. To the contestants, great and small, it has been a source of unexpected fortune and a master key to many difficult doors. Twenty-one Prix winners and non-winners are now with Vogue and its associated magazines as staff writers, photographers, fashion editors, merchandising *(Continued on page 181)*



MARY COPELAND LYON, SPECIAL PRIZE WINNER, 1950

COFFIN



ANN O'SHEA, SECOND PRIZE WINNER, 1950

THE ACCENT IS AMERICAN

FASHIONS FOR THE SMART GIRL IN AND OUT OF COLLEGE

We have planned this issue around your (and our) nation-wide American fashion accent. The clothes you will see on the following pages are signed young, sealed American, and delivered to shops in every corner of the United States. These fashions are no campus fads; that's not our problem. This is: to see you dressed in the newest *and* most all-around; the finest *and* most dollar-worthy; the prettiest *and* most useful fashions we can find or have made especially for us—and you. If the accent is American, the voice is 1950; the fashion points that you will see proved time and again are specifically 1950. That's no more than you merit; you're very 1950, too. As you look, keep a weather eye on these seven points.

1. The trans-American suit: that little genius that is as much at home in Omaha as it is in San Francisco or New York. The suit you wear all day, any day; fifty different ways; and always in comfort.

2. The coat with news in its fabric. We give you the accepted shapes, the tried successes, made into something else again by the surprise of, for instance, long black fleece, teddy-bear cloth, wide-wale corduroy; made reversible sometimes; sometimes cut off in new lengths.

3. Unexpected plaids. Plaids everywhere and everyhow; but most pertinent where they are unlikely: plaid shoes, plaid gloves, plaid hat; plaid evening dresses; or a plaid bit of ribbon at your throat.

4. The elegant shirt and skirt; the elegance not so much a matter of time of day—or evening, but of your ability to put one and one together (with a good belt) and get a clear, crisp, authoritative costume: an ability, in fact, that now makes the shirt and skirt a likelihood through the late day, and on.

5. Velvet for the young—and no better, bloomier compliment was ever paid to a young complexion. Velvet jackets, dresses, jumpers: with the virtue of looking lavish even in the simplest shapes.

6. The sheath dinner dress—which never looked better than it does on the young, willow figure. The outline can't be more elemental; the spice is the cloth: velvet, flannel, plaid.

7. Contradictory separates. Velvet with plaid; velvet with flannel; plaid with tweed; plaid with plaid; kissing-kin colours—red, orange, yellow, mixed in one costume.

And in this issue, too, you will find over and over again Vogue's special six, endlessly versatile, long-pondered accessories. The heart-shaped jewel (see 8 of them on page 128). The ribbon-and-rhinestone cocarde (pp. 102, 104, etc.). The fake-pearl choker: our new, remarkable version of a have-to-have, with a semi-precious stone for the clasp. *The* belt (page 102), missing link to every separates plan, its price a quiet wonder. The hand-hemmed silk twill scarf, all colours, as elegant as it sounds, and only 300 cents. The soft little visored casquette, profit for every shape of face we have tried it above, and made in—flannel, tweed, plaid, fake fur, velvet, jersey; the colours, ad infinitum. . . .

THE TRANS-AMERICAN SUIT

Opposite page: The trans-American suit has two egos. One (the cover, for example) is subdued and fitted; the other, this, bold and boxed. This year *either* could be the kingpin of your wardrobe. Wool tweed suit with velveteen collar, by Etta Gaynes, $45; Rosette Pennington. Gold-plated heart pin by Sperry; double-hoop earrings by Monet; our casquette, here, black velvet, veiled, by Betmar, $7; all, Best's. Suit, also at Garfinckel's; Carson Pirie Scott. *Shops in other cities on page 86.* Her make-up: Pond's "Ivory" Angel-Face, "Honey" lipstick.

PENN





THE ACCENT IS COLOUR

For a list of shops in other cities, please see page 86





PENN



Opposite, above: There's THE SUÈDE SWEATER, a cashmere sweater, really, with a suède façade. By Premier, about $25. In one of its flat hip pockets, a chamois-coloured silk twill square by Kimball, $3. All, Altman. Our brass-buckled cowhide belt, $4.50. Phelps. *Opposite, below:* An accent we're backing throughout this issue, THE RIBBON JEWEL. A rhinestone in a bed of ribbon. By Bogoff, $2*. THE "GOOD PEARLS" are imitation pearls, knotted between, the clasp set with a semi-precious stone. "Camellia," $10*. All, Saks Fifth. *Left:* THE RED SHOE, a classic now. Scotch grain calfskin with a good heel, a tassel to toe. By Paradise, about $15, at Foot Saver; Garfinckel's; Jordan Marsh. *Above:* The accent is colour, and the colour here is *grey*. News as THE GREY FLANNEL SHOE with black patent leather. By DeLiso Debs, $15. From Bonwit Teller. *Above, right:* THE UNCLASSIC SWEATER, in cashmere, in a lace-stitch. By Braemar, $23. Peck & Peck. And THE HEART, our 1950 signature-jewel. One of the many ways we see it: amber-coloured, gilt-framed, to wear on a ribbon; as a pin. By Coro, $2*. Peck & Peck. *Right:* Look, no hands. THE SHOULDER BAG, back. In cowhide, by Lesco, $15*. Altman. The gloves, two of the best things that could happen to a dark suit. Plaid wool, leather palms, by Kay Fuchs, $7. Peck & Peck. THE OXFORD ACCENT is a suit. Here, and on the opposite page, in Oxford grey flannel. The box jacket is pleated (add a belt, Norfolk style, or wear it loose). The skirt is straight, straight. $50. By H. & D. Lord & Taylor.

*PLUS TAX



PENN

THE ACCENT IS COLOUR

RUST AND GREY, *opposite*, with black accents in a combination of colour and line that is the young look of 1950: easy, neat, well-put-together. The box-cardigan jacket of brushed wool (padless and soft) edged with black braid, is completely reversible, lined with black wool-and-rayon jersey, and meant to be worn with or without a belt. $40. The skirt is a plain straight streak of banker's grey wool flannel. $18. Both, Bonwit Teller; Himelhoch's. Worsted jersey gloves by Kayser. (Note: this kind of fresh complexion could be the result of a beauty régime known as "Beauty in the Morning.") THE RED COAT, *right*, is a tried success, *our* success (Vogue shows one in every college issue). It has become a basic colour, might be your only coat at college. The 1950 version is a new brown-red with a deeper red velvet collar. Tailored by Brittany in Forstmann wool, about $85. The velveteen cap (our casquette) is by Betmar, $6. Both, Saks Fifth Ave. Coat, also at The White House. Accent for red: *brown* calfskin handbag, by Shur-Tite. *Below:* A strip of a scarf, black-and-white striped rayon faille, fringed. By Echo, $3. From Bergdorf Goodman. *Below, right:* Colour accent in a curved belt of woven cotton plaid, with a brass buckle. $3.50. At Jay Thorpe. *Below, left:* Red calfskin handbag in a sound little-satchel shape. By Jana. $15 plus tax. From Bonwit Teller.

For list of shops in other cities, see page 86.



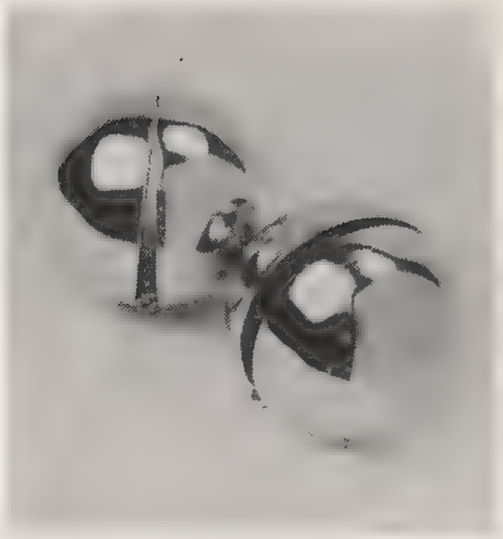







NEW-Y
S
M 0A







TRANS-AMERICAN SUITS



FRANCES MCLAUGHLIN

VOGUE, AUGUST 15, 1950

Wherever you are in America this year you will need a slim, good suit. The chances are that wherever you are you will be wearing something like the ones on these four pages (or the cover? or the box suit on page 101?). These are 1950 standard equipment; in any one you might go from Winston-Salem to San Francisco and feel as much at home in your clothes as in your American accent.
Opposite page: The button suit: a line of bone buttons down the front *and* back of the jacket. Charcoal worsted suit, by Duchess Royal, $50. Velours beehive hat, by Madcaps, $9. Both, Bendel's Young-Timers. Suit, also Jordan Marsh; Neiman-Marcus; Frederick & Nelson.
Above: The country-fabric-in-town suit: brown wool tweed and velvet (the collar, the pockets)—a narrow suit for a wide range of affairs. By Jaunty Junior in Varel tweed, $50. Madcaps rust velours cloche, $7. Both at John Wanamaker. Suit, also at L. L. Berger.
The earrings: by Coro, $2 plus tax. Saks Fifth Ave.
The belt: shaped of firm natural cowhide, by Criterion.
The shoe: a black lizagator opera pump to wear for years with every year's best suit, $23; Florsheim.

For a list of shops in other cities, see page 86.



TRANS-AMERICAN SUITS *continued*

Above: Reversible-jacket suit. Beige wool tweed, with alpaca-and-cotton-lined jacket which might be used as a warm short coat over a slim dress, or with an alternate skirt, $40. Lord & Taylor; Hutzler's. Exactly right with: the belt, the shoulder bag, both in tan cowhide.
Right: The Oxford brown suit; double-breasted jacket and skirt of Miron worsted flannel; by John Perna, $60. From Lord & Taylor. With it you might wear a navy-blue-dyed moleskin bib; your heart jewel high on your revers.
Opposite: The clan plaid suit; a treasure for this or any year. The skirt and jacket are also useful separately, and you might tighten your waist with your own wide leather belt. The suit, of "Logan" clan plaid worsted, navy blue predominant. By Donnybrook, $50. Ciner pseudo-pearl earrings, $6 plus tax. All, Bergdorf Goodman. Suit, also at Davison-Paxon. Lambskin short gloves by Bacmo.

For list of shops in other cities, see page 86.



FRANCES MCLAUGHLIN



ACCENT: THE SHIRT-AND-SKIRT COSTUME

For shops in other cities, see page 86.

The young bonanza: a costume of changeable, mixable parts. The skirt-and-shirt that can be as casual, easy-to-wear as blue jeans; can be undoubtedly as elegant as any understatement made. *Above:* The dark plaid hunting shirt, scaled down to neat lines, in wool flannel, beige worsted flannel skirt; about $15 each; Bloomingdale's; Frederick & Nelson; Frost Bros.; The Blum Store. Rust calf belt both pages, by Schaffer, $5; Bloomingdale's.



FRANCES MCLAUGHLIN

Above: The shirt-and-skirt at its traditional best; in clear, direct shapes. Yellow washable wool jersey shirt, by Sacony, $11; Bloomingdale's. Wool-and-camel's-hair blade of skirt with three leather buttons up the back hem, $18; Lord & Taylor. White string-and-pigskin gloves by Wear-Right, $3.50; Lord & Taylor. Wide, gold-plated bangle bracelets, both pages, by Bergère, $3 plus tax. Bloomingdale's.

Right: The skirt-and-shirt in nice contradiction: bright plaid, with grey surah. Blue-orange-white wool skirt, $20; Celanese rayon shirt, $13; by Carolyn Schnurer, Best's.





2



3



1

ACCENT: NEWS ABOVE THE WAIST

News for the institution of separates are these five tops.

1. *The drawstring jacket:* the news is in the line and colour. The jacket (which might double as a shirt), in *yellow* Crompton corduroy, bone-buttoned, $13. Altman.
2. *The good white shirt:* the news is in the classic shirt with a black velveteen skirt for five o'clock and on. Unexpected accent might be a plaid belt. Bur-Mil rayon tissue faille shirt; by Adelaar, $8. From Lord & Taylor. Merrimack velveteen skirt, $17. Stern's.
3. *The fake fur cardigan:* the news is in the colour, of shaded greys, in the mock chinchilla of cotton-and-rayon plush. A top that might be a member of numerous outfits, over again for day or evening, $30. With it, here: pleated skirt of grey Hockanum wool crêpe, $18; short-sleeved mauve worsted jersey blouse, $11. McCreery's.
4. *The suède blazer:* the news, that it is cut and tailored like cloth, is in beige suède, with black braid, $35. Best's. The classic shirt with it, of thin white wool flannel. By Pendleton, $13. From Altman. Hansen string gloves. *Below:* Beige bucko bootee, crêpe-soled. A fine country walk designed by Joyce; $11. From Lord & Taylor. THE LITTLE BOY JACKET, *opposite:* the news is in the cut, in the tweed, slightly shaped, in the Brooks Brothers tradition. Black-and-white herringbone tweed. $30. Skirt in banker's grey flannel, $18. Both, from Lord & Taylor; Seidenbach's; Halle Bros. Yellow plaid tie in cotton, by "Symphony," $1. From Lord & Taylor.

For shops in other cities, see page 86.



FRANCES MCLAUGHLIN

VOGUE, AUGUST 15, 1950

4





PENN





COAT CHOICES, DRESS CHOICES... THE ACCENT: TEXTURE

FRANCES MCLAUGHLIN

Something special goes on . . . on these and the next four pages. A choice (a range, in fact) of coats and dresses starring texture. For material (which always was a costume's character reference) has new fascination here.
Opposite: The big, black *fleece* town coat lined with red taffeta. The point: fleece now dyed a silky black; now a manicured town shape. (The back is full, the armholes deep, the sleeves sloped in, from elbow to wrist.) By Lo Balbo in Worumbo fleece, $99. Veiled black velveteen pillbox by Madcaps, $7.50. Both at Best's. Vest of black and white fake fur, by Glentex, $5. Altman. Coat, also at Carson Pirie Scott; G. Fox.
Above, left: The grey *flannel* coat (and what a good idea). A coat with as large a scope as the grey flannel suit. Cut full; lined to the waist in red rayon satin, and below, in red worsted jersey. A through-winter warmth of wool flannel. Coat by James Roxton, $60. Bloomingdale's.
Above: The short, *tweed* coat—its stopping point one new point; its surface interest, another. In a grainy weave of blue and black checked wool, $50. The black wool skirt, straight (the only skirt line for such a coat), $19. Both by Mary Stevens. Hat by Suzy U. S. A., $13. Both, Bergdorf Goodman. Commuter's note: that Sikorsky helicopter in the background.
Left: A dress and a jacket—and *texture,* three times. The dress has a black wool jersey bodice, a red and black Juilliard wool skirt. The jacket is of the same wool, with sleeves and neckline knitted of black wool. A costume (in the real sense). By J. L. F., $50. De Pinna.

For a list of shops in other cities, please see page 86.



1



2



3



4



5



6

COAT CHOICES, DRESS CHOICES... *continued*

And continued, too—the important new accent: texture. 1. Navy-blue cotton-back *alpaca* (like a handsome blue teddybear cloth). The coat, so well made, so easily-supple, that it can be reversed and turned into a grey flannel coat. By Lumay, $75. Peck & Peck. Beneath it, a sleeveless plaid wool dress, the skirt straight in front, full at the back. By Margot, $25. Lord & Taylor. Scarf note: a red velveteen twisted loop by Glentex. 2. Yellow Botany wool *flannel* with white linen collar, cuffs (autumn news!). By H. & D., $30. Lord & Taylor. 3. A beige *nubby wool* mixture with natural linen collar and cuffs. By David Crystal, $40. Peck & Peck. 4. Black *wool* dress in a soft texture. This is the dress They ask for: black, *plain*, well cut, to vary via belts, et cetera. In Juilliard wool, $40. At Saks Fifth Avenue. 5. A black *corduroy* dress cut to approximate, by day, the pretty compliments paid by velveteen at night. Pink linen collar, cuffs; push-up sleeves. In Juilliard corduroy. By David Crystal, $30. Bendel's Young-Timers. 6. Beige wool *jersey*, navy-blue *velveteen:* organized separates with the look of a dress. Worsted jersey by Heller. Blouse, $11. Skirt, $11. Both, Henri Bendel. 7. Stone-blue *jersey* blouse; stone-blue *flannel* skirt. The fact that they match exactly is one of 1950's planned coincidences. (Braid gives them something further to agree about.) Both, in Miron woollens. Blouse, $17. Skirt, straight, bone-buttoned, $23. Red jersey gloves by Kay Fuchs, $6. Velours hat. All, at Lord & Taylor. Idea: a red velveteen collar-scarf by Baar & Beards.

For shops in other cities, please see page 86.



7

FRANCES MCLAUGHLIN





COAT CHOICES, DRESS CHOICES... *continued*



FRANCES MCLAUGHLIN

Our 1950 story of coats and dresses goes on with three more coat choices, one more dress—all, starring texture. (More dress choices appear on pages 172 and 173.) *Above, left:* We couldn't go to press without *camel's-hair,* the coat that belongs to country life, any year. Here, Stroock camel's hair and wool, cut with unsquare shoulders (raglan sleeves) ; single-breasted, perfectly straight back. By Harry Williams, Ltd. $100. Lord & Taylor. *Above, right:* In dark green *velveteen:* an afternoon dress, but that's not all. To prove how well it can also manage a casual life, we show this dress with a big, plaid muffler for day. The dress, gilt-buttoned, with a flaring skirt, by Koret of California, $25. Saks 34th Street. Plaid wool muffler, fringed. By Glentex, $4. Altman. *Left:* A raincoat in red *corduroy,* meaning, of course, that it's a fine sight in rainy weather—*or* otherwise. The coat, in a narrow wale of Crompton corduroy; the pockets, collar, and cuffs, in a wide wale of ditto. By Sherbrooke, $40. Lord & Taylor. Frankford umbrella. *Opposite:* The short Edwardian coat in wool *chinchilla,* a copy (straight from the pages of Vogue) of the coat Englishmen are wearing again. Our reason: its plain, straight elegance. In beige, by Lassie Maid; the price a point, $50. Altman; Jordan Marsh. Dark red and blue tweed shoulder bag, leather bound, by Nanni. And her flight-weight luggage, all in beige canvas with brown cowhide binding. Train case, about $35 plus tax. The hat-and-shoe-box and the Pullman case, about $57 plus tax, each. Amelia Earhart luggage. All, at Altman.

For shops in other cities, see page 86.







VELVET EVENING: PLAID ACCENT



PHOTOGRAPHED BY FRANCES MCLAUGHLIN AT THE SALTERINI STUDIOS, NEW YORK

This is a certain-teed formula: velvet, somewhere about for evenings. This is a 1950 surprise: plaid woollen after five, at dinnertime. *Above:* Separates go on after dark: Here, a low, black Merrimack velveteen bodice with fine straps, buttons down the front, $12; a skirt full for dancing, of orange Hafner rayon taffeta, $26; both by Chee Armstrong at Saks Fifth. *Above, left:* One of the freshest, prettiest words for "now." Plaid wool shoes, velvet heels (below a velvet sheath?), by Mademoiselle, $14; Lord & Taylor; Hutzler's; Frost Bros. *Left:* Compliments of the season: tiny waist, strapless bodice, ripple of tiered skirt, *and* black velvet. By J. L. F. in Martin velvet of Du Pont rayon, $55; Bendel's Young-Timers. PLAID WOOL DINNER SHEATH, *opposite:* Pure 1950: the wool, the plaid, the sheath, the length, the big black velveteen coat. The sheath, the best dinner dress that can happen to a good, young figure. The coat, the coat for every costume out after five. The combination, as good as this year's young fashions can get. Sheath of Shamokin worsted, $25; coat, interlined, braid-bound, of Merrimack velveteen, $70; both by H. and D. Double ball rhinestone earrings by Kramer, $10 plus tax. All, Lord & Taylor; dress, coat, also at Meier & Frank; Frost Bros. Evening glow: Dorothy Gray's "Sheer Velvet" make-up.

For shops in other cities, see page 86.



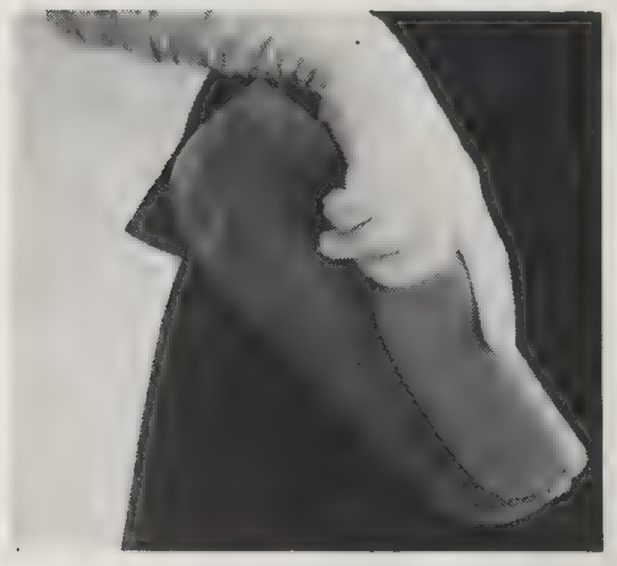
PENN



FRANCES MCLAUGHLIN



...FOR CERTAIN EVENINGS





FOR MOST EVENINGS OUT, *above:* For house dances, evenings in town, week ends, not-black-tie times when you want to be a very pretty girl; dress of beige rayon moire, rhinestone buttons, by Rappi, $40; De Pinna. *Above, left:* A jewel of a shoe, a matter of pure evening elegance; a shoe for a dance, in red velvet with a glittering heel, Delmanette, $17; Bergdorf Goodman. *Far left:* The evening bag as a bolt of colour: orange satin, velvet. By Josef, $10.50 plus tax; Lord & Taylor. *Below, left:* The evening bag in a new-basic shade: red velvet; by Garay, the price only $5 plus tax; Bloomingdale's. The gloves on both pages are twelve-button-length white Beautyskin glacé kidskin, $15; Altman. FOR THE BIGGEST EVENING, *opposite page:* For just that—the unbeatable attraction and praise of RED. This, the simple-shapeliest bodice over irregular clouds of tulle. By Ceil Chapman in rayon taffeta and William Winkler nylon tulle, $90; Saks Fifth Avenue; Garfinckel's; Neiman-Marcus; The Dayton Co. Rhinestone choker by Kramer, $10 plus tax; Saks Fifth. Hanes "Nude" nylon stockings. Max Factor Hollywood's Pan-Cake Make-Up weathers well long dancing evenings.

Shops in other cities are listed on page 86.

Plaid wools for the fireside, or—most unexpectedly—for the dance floor, dinner. *This page, below:* Plaid & Co. at home; after skiing, on a winter week end. Green, yellow, and red wool smoking jacket with velveteen lapels, $30; dark green Crompton velveteen slacks, tapered at the ankles, $17; Lord & Taylor. Low-heel, black velvet opera pumps, with bright rhinestone buckles; by Paradise, $11; Jordan Marsh. *This page, right:* Excellent, by-the-fire shape: copied from Swiss ski trousers. Black Crompton velveteen tights with jutting pocket flaps to mark a small waist, $20. A well-tailored grey Cohama rayon taffeta shirt, $13; both Carolyn Schnurer designs at Best's; Montaldo's. Capezio cloth boots, $5; Bonwit Teller.

Opposite page, above: Wool plaid (bright surprise) in a full-fledged evening dress: as new as you can look on the dance floor, and as formal as most proms come. Strapless, velvet-belted tartan dress by Emily Wilkens, $50; Bonwit Teller; Himelhoch's; Joseph Horne.

Opposite page, below: Unexpected school of thought on the dinner dress—dining in, dining out: contradictory separates, beginning with a big plaid worsted skirt; then a beige Moygashel linen halter; a black velveteen jacket (not shown); all, by H. and D.; $50 together; Lord & Taylor.

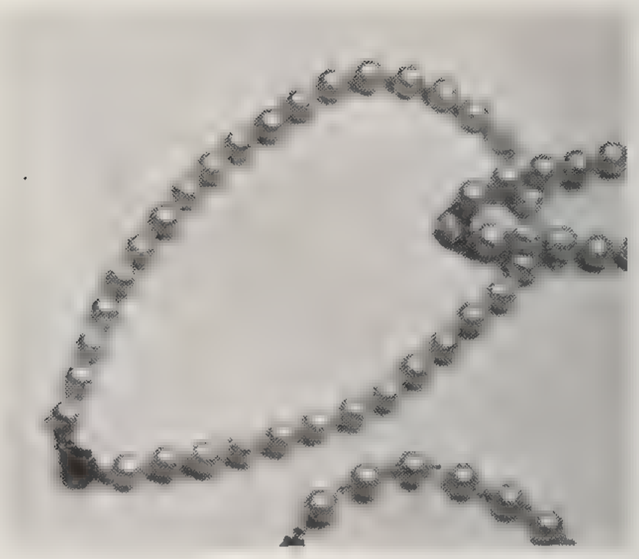
For list of shops in other cities see page 86.



PLAID... FOR CERTAIN EVENINGS



PHOTOGRAPHED BY FRANCES MCLAUGHLIN AT PHILIP C. JOHNSON'S HOUSE





IN VELVET...



Young and in love with velvet—and for these reasons: Because it praises a young skin. Because it gives a best-dress feeling without being overdressed. And because, this year, there are numberless young versions at young prices. Present here, three: suit, jumper, coat-dress. *Above:* In velvet, a black suit for six o'clock, and on to dinner. the theatre. The double-breasted jacket, smooth, braid-bound, with a low neckline, and twin rows of bone buttons. The skirt, slim as they come. By Sheila Lynn, in rayon Lyons-type velvet, $50; Jay Thorpe; Frank Murphy. *Left:* In velveteen, in the afternoon: *navy-blue* jumper rimmed in braid, the line long and narrow, with gilt hooks closing the deep collar. With it: the surprise of a piqué blouse, in white with rhinestone buttons. Overtime idea: shed blouse, wear jumper as an evening sheath (see page 129). By Raissa Masket, in Crompton velveteen, $30. Blouse, $10. Saks Fifth; The Fashion. *The pearls:* pseudo pearls with a beautiful glow, the setting of real ones: the clasps gold-plated, mounted with semi-precious stones. On each: jade, lapis lazuli, or quartz or an amethyst, a topaz. Choker, $10; knotted bracelet, $7.50; strung bracelet on a gilt chain, $7.50, all plus tax. All, "Camellia" pseudo pearls at Saks Fifth. *Opposite:* In velvet for late-day and later. Black coat-dress with collar of white piqué knotted under the chin, the tapered skirt trouser pleated. By Sheila Lynn, in rayon Lyons-type velvet, $40; Peck & Peck; Neiman-Marcus; J. W. Robinson.

For the list of shops in other cities, see page 86.

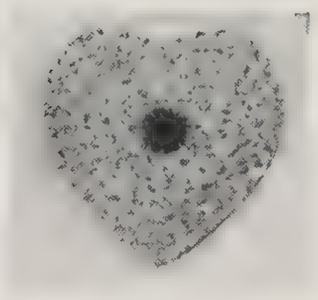


FRANCES McLAUGHLIN





THE HEART-SHAPED JEWEL

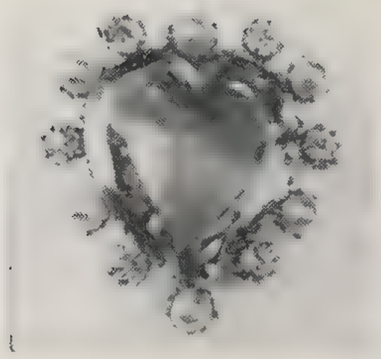


You've seen it x times in this issue. We planned it that way. Because the heart shape *is* such a good jewel shape, we've had it made especially for us in almost everything that glitters (or shines or glows). Every costume from page 100 to here is—or could be—accented by one. Strung on a velvet ribbon, pinned to a ribbon cocarde, hooked to pearls, clipped to a collar, a bracelet, a hat. For our part, we've left no stone unturned. None, that is, below the $6 size (although the shape itself is priceless). *Reading from top to bottom:* Heart-shaped jewel in silhouette, rimmed with rhinestones, quivering a rhinestone tear. Pin-backed (as are all of these). By Kramer, $5*. *Second:* Airy outline, gold-plated. Pin by Sperry, $3*. *Third:* The heart paved with rhinestones, an emerald-coloured centre, by Kramer, $6*. *Fourth:* Rhinestones in blue enamel by Coro, $2*. *Fifth:* Topaz-coloured stone rimmed with imitation pearls. Pin by Accessocraft, $4*. *Sixth:* Amethyst-coloured stone, rhinestones and pseudo pearls. Accessocraft pin, $4*. *Seventh:* A cultured-pearl-plated centre in a gold-plated heart. Pin by Marcel Boucher, $5*. *All, Saks Fifth. Shops in other cities, page 86.*

*PLUS TAX



THE HAIR IS A JEWEL



THE SHORT TURN (*opposite*) is the new cut and polish. And about the easiest coiffure you could own. Soft curls are brushed in a solid swirl which, between settings, can be shaped again with a hairnet at night. Like the soft-visored hat of this issue (which the short turn purposely completes), we've tried this idea on a number of young heads and found it unfailingly becoming. Here, two more in our poll. The short turn—turned, in both cases—by Elizabeth Arden. The braid-bound velvet sheath is a (double) view of the jumper on page 126; its rôle this way: for evening.



GRIGSBY

RAWLINGS

CASH AND THE ARTS IN ENGLAND

By the Vice Chairman of the Arts Council,
author, editor, and a former Governor of the Old Vic,

B. IFOR EVANS

STATE aid for health-services in England has had more publicity than state aid for the Arts, yet this latter has constituted in its own way a minor social revolution. I have heard it said that it has been the best thing that has happened in England in this post-world-war-two period. This at least can be said, that in the management and presentation of the Arts big changes have happened through a system of state aid. Further, the whole process has not been expensive, and, though it may seem incredible, politics have been, so far, entirely excluded.

It was not the Labour Government that first started state aid for artistic ventures. Fortunately, the whole thing began in a practical and modest way under Mr. Churchill's war-time Coalition Government. In those war years, the Council for the Encouragement of Music and the Arts began with a $40,000 budget to subsidize music, drama, and the visual arts. Though the Government gave its encouragement, that first sum was actually raised from private funds through the Pilgrim Trust whose money ultimately derived from an American source by the generosity of Mr. William Harkness.

In the next year, the Government was persuaded to give a dollar for every dollar given by the Pilgrim Trust, and so a fund of $80,000 was created. Then, from this basis, things really began to move, and by the end of the war a million dollar budget had been reached.

Fortunately when Mr. Churchill's government came to an end, the Labour Chancellor of the Exchequer, Mr. Hugh Dalton, cast a friendly eye on the new Council. English life is always a little more complicated and more personal than it seems at first. So it was here. Mr. Dalton, though he was a prominent leader in the Labour Party, had been educated at Eton and King's College, Cambridge. Indeed, his father had been Dean of Windsor. Working with him at that time in the Treasury, as an advisor, was Lord Keynes, and Lord Keynes had also been educated at Eton and King's College, Cambridge. There were natural affinities between the two men, however much they might be divided on grounds of personality and politics. Lord Keynes was deeply attached to the Arts: he had founded the Arts Theatre in Cambridge; he had been a leader in the Camargo Society which brought the Russian Ballet to London, and he had married Lydia Lopokova, perhaps the most brilliant ballerina of the old Russian Ballet. Lord Keynes agreed to develop the war-time Council for the Encouragement of Music and the Arts into a post-war and permanent Arts Council of Great Britain on condition that Mr. Dalton would support him with an adequate budget.

So it happened, and the result has been that at the end of the war the Arts Council of Great Britain came to be established with a budget that now touches $1,500,000. This sum comes by a direct grant from the Chancellor of the Exchequer and is administered by a body of laymen, chosen by the Chancellor, who work voluntarily. As the members of the Council work voluntarily, there is no sinecure here for a tired politician, and as long as that is true, I think the whole venture may keep clear of political interference.

At present the Arts Council assists opera, ballet, the theatre, symphony orchestras, chamber music concerts, and it also arranges exhibitions of paintings and of sculpture. It has kept away from radio and the film. $1,500,000 is not a large sum if one is going to help all the Arts for the country on a national basis. It has helped to organize and maintain many Arts Clubs which act as Community Art Centres. Opera takes the biggest share of the funds. The subsidy for the Covent Garden Opera House alone is about $400,000 per annum, and to this must be added a smaller subsidy for the second company at the Sadler's Wells Theatre.

Opera has always been expensive. It has been the rich man's art; either it was the plaything of an aristocratic court or it has been subsidized by wealthy men. In England, taxation has led to the fact that we have no men wealthy enough to subsidize the opera. There must be either state subsidy or no opera.

I cannot pretend that the opera subsidy has been brought about without criticism. Some say opera is too expensive. I can only reply that opera in England today is a genuinely democratic entertainment. The audiences have a good proportion of young people, and of men and women who are coming to the opera direct from their work.

In the way of elegance, something has been lost. I saw recently the Command Performance at Covent Garden when the King and Queen entertained the President of the French Republic. There one saw how resplendent in the old days the audiences must have been. Be that as it may, the present audiences are a genuine cross-section of the community. Much of the controversy over opera *(Continued on page 168)*

NICE TO REMEMBER

A memoir of a New York town sixty years ago by the author of *Victorian Album*

LUCY POATE STEBBINS

GROWING old has its disadvantages and no one needs to be told what they are. Yet there are compensations and among these is the long view backward, the ample memory of things which have been and are no longer. For this reason I gave a start of pleasure rather than dismay when I realized the other day that the span of my own recollections now stretches over a period of sixty years.

I remember our unpretentious, pretty little town in New York State with a population of five hundred. People said then that the place was dying, and they have been saying so ever since—but it neither lives nor dies; it remains moribund. The houses were white, the barns were red, and, if you were fanciful, you could describe it as a cluster of milk-white pearls tricked out with garnet chips in a deep setting of greenish golden hills. By present standards none of us, no, not even the Cheese King, was rich, and most of us were very poor, although with the help of the farmers in the township, we supported three churches; the academy and its cupboard library of standard works; the milliner's—a delightful place where a bell with a fairy-like tinkle announced the customer; the feed store; a blacksmith's shop; a hardware store; two general stores; and the drugstore which accommodated the post office. Many of the farmers, instead of helping local business, supplied their wants through mail-order houses; and our merchants felt hardly used when these uncooperative citizens drove into town on Saturday nights to enjoy the free band concert.

Although we were six miles from the nearest railway station we had three daily mails, which consisted of a sprinkling of letters, magazines, some secular, more temperance and religious publications, and the *Rochester and Democrat*, which was read with ardent devotion. But while the men of our town were well informed on the domestic affairs of the country, they were uninterested in what went on beyond its borders. In the First World War our next-door neighbour announced that we had a new nation "on our side," adding, "It's the Ententy." When it took the better part of an hour to drive to the railway station, it is not strange that Asia and Europe seemed too far away to concern us.

The town had been settled by emigrants from New England in the first decade of the 1800's. Our Sunday School superintendent was the descendant of a woman who had suffered in the Salem witchcraft, and was himself so lean, grey, and twisted that he looked as if he had inherited unlawful gifts. He was, however, an excellent old gentleman and in our stiff way he and I were friends because I played the harmonium for the Sunday School hymns.

We had only one large family. A husband who fathered more than two children was genteelly described as "inconsiderate," and, although the nine Murphys were good-looking, industrious, amiable, and attended the Methodist church, their numbers militated against them in society. They were sometimes invited to parties, but dared not count upon being found worthy.

The only considerable infiltration into the New England stock was that of Welsh sheep farmers. Short, stocky, with rosy faces like Red Astrachan apples, they were fine singers and performers upon wind instruments, and in temperament more genial than the New Englanders. One Sunday in every summer they contrived to have a sermon preached in Celtic, renting for the occasion an abandoned church building in a nearby town. During the rest of the year they worshipped with the Baptists or the Methodists. These early Welsh settlers are long since dead and their descendants melded into the composite American, but fifty years ago they were independent and original. When one well-to-do woman visited Wales, she travelled first class on a superb liner, but insisted on carrying her huge, old-fashioned trunk on board with her own stout arms.

Although we had no racial problem, there was "feeling" between the Methodists and the Baptists—not a grave doctrinal dispute, for both believed the Bible literally "from cover to cover," although many wise saws, especially those like "Charity begins at home," were erroneously attributed to the Scriptures. The Free Methodists, who held that an organ and a church bell were sinful embellishments, worshipped in a square white box on a side street. They dressed "plain," had no social aspirations, and as they could not afford to support a minister, took for their preacher one who worked as a paper hanger throughout the week. But the Methodists had a pipe organ, the Baptists only a reed. Yet the Baptists owned the only bell as well as the church clock. Theirs, too, were the horse sheds, but this was a dubious advantage because who but farmers needed horse sheds?

Doubtless the Methodists were more "tony"; did our word come from the French *ton?* It was believed that Methodist "style" accounted for the academy *(Continued on page 166)*



In this extraordinary montage, which recreates
the Menotti opera's final emotion,
the heroine (in the background)
stands dying within her own nightmare,
watching those she knew in the
Consul's waiting room move slowly
in a dance of death.

GJON MILI



YOUNG BROADWAY PRODUCERS—

THEIR PRODUCTIONS ARE ALL FAMOUS

These producers hold the winners' tickets on five Broadway hits—an opera, two musicals, and two plays. They played the long shots most of the time, took the gamble that older producers refused. Today the names of these postwar producers on Broadway are fairly unfamiliar to most of the country; all are on the way to further fame through their future plans. Vogue lets the reader test his theatre knowledge by guessing their names.



(Left) THEY PRODUCED "THE CONSUL"
They met at Yale, did a stint of acting on Broadway and as producers have learned the sleight-of-hand that makes good taste pay. Mr. X (far left) is the businessman of the two. He is thirty-two, hopes eventually to form a lyric repertory theatre to keep the music of Gershwin, Weill, and Menotti before the public ear. Tall, broad-shouldered, with a loping slouch, it was while he was playing in the musical, *Call Me Mister*, that cartoonist Milton Caniff used him as a model for the comic strip hero, Steve Canyon. Mr. Y is the thirty-one-year-old son of two famous musicians, a violinist and an opera star. As good-will genie, he keeps all elements of a production happy, acts as liaison man for this team which also produced Menotti's *The Medium* (which they just filmed) and *The Telephone.* *L. to R.* Chandler Cowles and Efrem Zimbalist, Junior.





THEY PRODUCED "WHERE'S CHARLEY?"
Mme. X (centre), the wife of a famous dancing and (more recently) singing star, and her partners have basic entertainment knowledge. A lazy-looking, decisive man of thirty-one, Mr. Y (far right) was until two years ago a Director of Network Programs for Columbia Broadcasting System. Stocky, compact, with greying hair, Mr. Z (right) has been head of Republic Pictures' music department (he wrote the background music for 300 or more movies) and, more importantly, musical director for Columbia Records. These two men, who interchange creative and executive duties every three weeks, will produce *Guys and Dolls*, a musical based on Damon Runyon stories. Cy Feuer, Gwen Rickard (Mrs. Ray Bolger), and Ernest H. Martin.

HALLEY ERSKINE



HE PRODUCED "THE MEMBER OF THE WEDDING" Mr. Y is co-producer of this year's winner of the Drama Critics' Circle Award. (Oliver Rea and Stanley Martineau were his more or less silent partners.) Photographed here with his wife, Virginia (who is also his production associate), he has driven a speedy Broadway tandem for three years combining distinguished actors with literary plays; Judith Anderson in the Euripides-Robinson Jeffers' *Medea*, John Gielgud in Dostoevski's *Crime and Punishment*, Ethel Waters in Carson McCullers' *The Member of the Wedding*. Robert Whitehead



HE PRODUCED "PETER PAN" Mr. X, once a newspaper copy boy, stage manager of two musical hits, took a long gamble on whimsy as co-producer (with R. L. Stevens) of the James Barrie fantasy. Only thirty, his black hair grey-tipped, he is photographed here with a child from the cast. Peter Lawrence





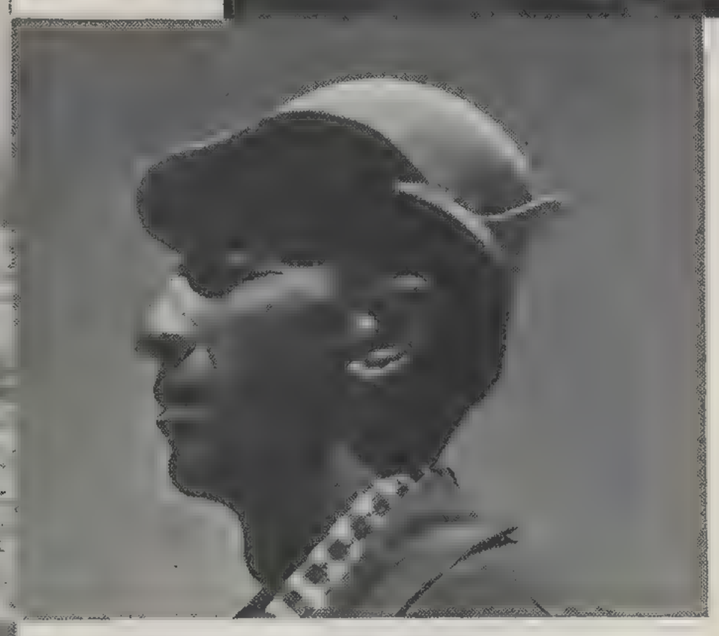
THEY PRODUCED "KISS ME, KATE" Mr. X (left), at thirty-five, is tall and lean, moves majestically as the Afghan hounds he raises. He has a high sense of colour, costume and spectacle, designed costumes and sets for such hits as *Oklahoma!*, *Bloomer Girl*, *Inside U.S.A.*, and *Kiss Me, Kate*. Mr. Y (right) had the idea for the musical twist on Shakespeare's "shrew." A slight, tense man of thirty-two, he and Mr. X for their second round will do *Out of this World*, with music by Cole Porter. Lemuel Ayers and Saint Subber







The wife of the chief, sitting on tribal rugs.



Malik Mansur Khan, chief of 350,000 tribesmen.

IRAN

The rich tribes of the south

In this country, which stretches from the long Russian border by the Caspian Sea to the Persian Gulf in the south, there is a nucleus of 350,000 tribesmen who live today in almost Biblical manner. Recently Vogue's photographer, Horst P. Horst, travelled along the Russian border and thence to the south, spent several weeks with the tribesmen of the south as the guest of their chief, an informed, cultivated man, educated at Oxford and Heidelberg Universities. (Although the tribesmen have lived for some thousand years in Persia, they still speak Turkish.) Politically powerful and independent, the chief and his tribesmen own thousands of miles of beautiful countryside where they breed horses, herd sheep and cattle, raise white camels for their nomadic life. Every two days the women unpack and the men unload on green meadows that look like *mille-fleurs* tapestries, wild in spring with tulips; raise the tents—the long; narrow black tent, lined with tribal rugs, for entertainment; the bright blue kitchen tent, the orange tents for the women and children, and the white tents, lined with yellow-pink Paisley, for the chief and his guests. Often after luncheon—set with silver dishes and served by a dozen servants in long robes, carrying silver platters—the head shepherd reads aloud his own poetry.

Nomadic tribesmen, led by their chief on his white horse.

HORST

Turkoman, in black robe and fur hat, riding across the steppes.

IRAN... NEAR THE BORDER OF RUSSIA

Across the indefinite border of the north, in the Turkomen region of Iran, the Turkomans ride across into Russian territory, the Russians ride back. When Horst visited there, an Iranian military officer accompanied him; at every village they showed their passes, their credentials, saw Persian soldiers everywhere on that flat poor land, mud-coloured, with the grass a faded seasick yellow. (The only colour comes from the women's clothes—often pink.) All through this trackless northern region rise massive Mongolian towers, sometimes several hundred feet high, built as monuments in the thirteenth century by the men of Genghis Khan. Still intact, the towers, rounded of reddish brick, with their roofs often flashing turquoise blue, loom suddenly out of the flat, roadless distances that stretch into Russia's Turkestan. It is wild country, peopled by tribes who have little in common with the rich hunting herdsmen-nomads led by Malik Mansur Khan far in the south of Iran. The Turkomans, who look rather like Cossacks in a Persian miniature, hunt the wolves and the jackals that come in close to attack the dogs and children, live in bare circular tents, with round roofs, raise a few camels, raise some grain on their lonely miles.

The scarred, bared slopes of a Persian mountain, with a flat-roofed village hiding in a fold.

HORST



THE BEAUTIES AT THE PARIS PARTIES



BARONESS ROLAND DE L'ESPÉE at the Beaumont Ball



Arriving at the Lambert Ball—MADAME JUAN LARIVIÈRE (left) and her sister, COMTESSE DE MAUD'HUY (right).

Garden scene at the Beaumont Ball. Background: MADAME JEAN MINASSIAN (left) and MADAME LOUIS ARPELS (right). Foreground: MADAME MIGUEL CARCANO.

DOISNEAU

THE 1950 Paris Season combined the elegance of the French tradition with the hullabaloo of a monster county fair. There were concerts and balls of almost royal splendour in fabulous gold-and-velvet 17th- and 18th-century mansions. There were cosy street festivals celebrating local monuments; celebrating Victor Hugo, and love, and Proust. There were hardly enough days to accommodate all the "*nuits de* ——," enough months to take care of all the "*quinzaines de* ——." It was an anniversary year: the 250th of the Place Vendôme, the 50th of the Paris *Metro*, the 150th of the Council of State. There was dancing in gardens lit with the firefly glow of vigil lights; in gardens among parterres of lilies, with diamond sprays of fireworks raining overhead. Jewels were taken from their vaults and couturiers worked feverishly to finish the lavish, almost baroque evening dresses seen everywhere. It was a Paris season for everybody, and the city, in her streaming dress of light, has never looked more beautiful. And in this beautiful city, the beautiful women of Paris moved about from party to party, from gala to ball, dressed with a magnificence that they have not shown since before the war. On these six pages, some of the stars. The annual ball of the Count and Countess Etienne de Beaumont (see left) was one of the most spectacular. The women had been asked to come beautiful and adorned; the men to *(Continued on next page)*



Left to right: MADAME JUAN LARIVIÈRE, MADAME MARTINEZ DE HOZ, COMTESSE FRANÇOIS DE LUBERSAC in the garden at the Beaumont Ball.



MADAME CARLOS DE YTURBE at the Beaumont Ball



MADEMOISELLE JACQUELINE DU PETIT-THOUARS
at the Hennessy Ball

wear white gloves. (On the eve of the ball, all the glove shops were sold out; some men borrowed the cotton gloves of the waiters.) The women outdid themselves. Priceless heirloom tiaras, necklaces, and earrings appeared; jewels were borrowed from the jewellers on the Rue de la Paix. Some women made dazzling arrangements with paste and aigrettes, or wore Egyptian headdresses and oriental turbans. The Beaumonts received in the foyer with their young nephew, Henri. The guest list of 700 included four generations—grandparents, great-grandparents, grandchildren, young nephews and nieces. There was dancing in the large 18th-century white and gilt ballroom, its walls unexpectedly covered with a gigantic Picasso mural, appropriately entitled "The Ball". The large garden was like black velvet, dotted with vigil lights, and branches of Madonna lilies. It was a brilliant and beautiful evening, signed with the traditional elegant Beaumont signature.

The 250th anniversary of Mansard's jewel-like octagonal Place Vendôme called for five days and nights of celebration. Decorated shopwindows edged the Place with a chain of light, and overhead huge arc lamps concentrated on the column and statue of Napoleon dressed as a Roman Emperor. The square was garlanded with green leaves and draped *(Continued on page 169)*



DOISNEAU

MADAME ANCHORENA PEREYRA IRAOLA
at the Lambert Ball



COMTESSE FRANÇOIS DE BOURBON-BUSSET
at the Beaumont Ball



MADEMOISELLE DE CASTELLANE (the débutante)
with COUNT LOUIS DE GONTAUT-BIRON
and PRINCESS TROUBETSKOY who gave the début ball.

PARIS BEAUTIES *continued*



MADAME ARTURO LOPEZ at the Beaumont Ball



MADAME RODMAN DE HEEREN dancing at the Beaumont Ball



DOISNEAU

Three sisters of beauty wearing family jewels at the Beaumont Ball:

(left to right) PRINCESSE DE LIGNE, PRINCESSE D'ARENBERG, MADAME DE LA HAYE-JOUSSELIN.


SHORT DINNER DRESS
WITH ITS OWN GOAT

BLACK UNDER WHITE the costume
at right. Black silk organdie dress.
White satin coat. Fabulous: the pleated
silk organdie lining of the coat.
Jacques Fath design for Joseph Halpert
in Bianchini Lorganza and satin.
Flowered tricorne, a Jacques Fath design
for Florence Reichman. All.
Lord & Taylor; Neiman-Marcus; I. Magnin.
Diamonds from Harry Winston.
GLITTER UNDER NUTRIA *opposite.*
The surprise, a nutria coat, stark-simple.
A glittering sheath of jewelled
white rayon faille. Dress, coat, jewels,
Hattie Carnegie designs
also at I. Magnin.

HORST



GRANDEE'S CAPE-COAT

With a Spanish air—an air
electrifying fashion this year—
a coat after a Spanish don's.
Deep grey wool flannel,
piped with black braid.
Beneath the flashing cape,
brief dolman sleeves.
By Tina Leser, $125.
Bergdorf Goodman; Kaufmann's.

COMING IN,

AUTUMN 1950



KNEE-LENGTH DOLMAN

The big, beautiful dolman—
without reservations. More sleeve
than anything. Mark its balance:
this coat stops short, stops the new way, at the knee
to show a few inches of *narrow* skirt. In Forstmann
cocoa-coloured wool, about $150. Bonwit Teller;
I. Magnin; Hudson's. Spanish hat, Braagaard.

RRTSouché.

COMING IN...

continued



RKBonché.

ONE-BUTTON BOX-JACKET SUIT

The straight box jacket with long,
long revers buttoned once, buttoned *low*.
Black and white wool tweed, braid-bound.
Jacket, $40. Skirt, $23. Pink velveteen vest, $23.
Rayon tissue faille shirt, $11. All by B. H. Wragge.
Bonwit Teller; Garfinckel's; Frost Bros.
Peaked cap by Suzy, U.S.A., $9. Bonwit Teller.



POSTILLION-JACKET SUIT

One of the interesting cuts of the year.
A clinging suit jacket with a little cape—
but a cape that swings *beneath* the sleeves,
rather than over. By Adele Simpson,
in grey Forstmann wool tweed,
a velvet collar. Suit, $135. Lord & Taylor;
Harzfeld's; Marshall Field. Braagaard hat.

COMING IN

Continued



SHORTCOAT WITH SWEEP

Two messages, here. One, the new length of the coat itself—and its *shape* as it relates to the *trumpet* skirt. Two, the material—shaggy, shiny grey wool. The coat by Trigère in Rodier zibeline with ivory satin lining, $175. Henri Bendel; Ransohoffs.



STRAIGHT COAT, CROPPED

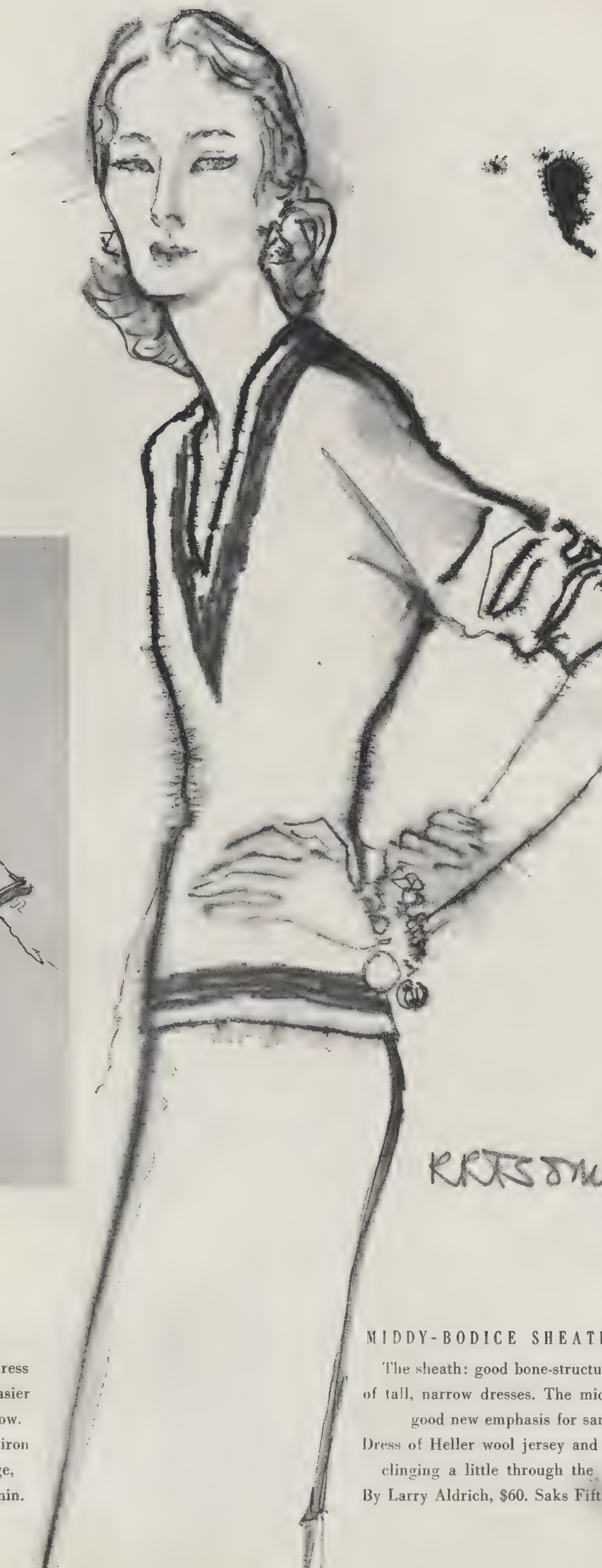
Short of the knee, and slit—bright plaid wool coat for town. Narrow plaid skirt. Suit by Charles Kuperstein, of London, $148. At Bernath.



WRAP-AROUND SKIRT

The wrapping is the point—a dress is wrapped to *narrowness*. One of the easier things happening to slim skirts, now.

The dress, with a suit look, in Miron grey wool jersey with a flash of orange, about $45. Bendel's Young-Timers; I. Magnin.



MIDDY-BODICE SHEATH

The sheath: good bone-structure in a year of tall, narrow dresses. The middy-bodice: good new emphasis for same.

Dress of Heller wool jersey and black braid, clinging a little through the waistline. By Larry Aldrich, $60. Saks Fifth; Hutzler's.



VOGUE DESIGNS FOR DRESSMAKING

Rising fashion:
dress plus jacket

In every important collection of autumn fashions—the dress plus jacket, importantly. Here, to star in your private collection, a choice of the new dress-and-jacket costumes to make or to have made. *Left:* Belted jacket opened to show more of the dress. (Both in ruby-red Forstmann wool.) Design S-4140.



Left: Dress plus box jacket, planned for two tones. Design S-4124. (We used Anglo wools in two browns.) This dress and the one opposite are each designed to look complete-in-itself; to be, with its jacket, a suit alternate; to go, minus *or* plus jacket, under a winter coat. Other views and sizes on page 92.

JOFFÉ

THOUGHTS ON MEXICO

BY CLARE BOOTHE LUCE

MEXICO is a geographical, political and spiritual paradox. Because there are many Mexicos, there are many paradoxes. Travelled throughout its depths and heights, Mexico's main body is formed by a double mountain range, the Sierra Madre, which stretches from the U.S. border to Guatemala. From a plane, Mexico is seen to rise tawny-flanked from the sea, like a vast sprawling lion. At fierce, yet royal ease, it lies on a lush carpet, napped deep with verdant banana and cocoanut palms and golden henequen, spread between the Pacific and the Gulf. These are the hot lands—the *tierra caliente*. The *tierra templada*—the plateaus and highlands—are kept parched and dusty six months of the year by the dry, sunburned winds. Then, even when there is a little rain, it seems more as though the muscular limbs of the earth had sweated than that moisture had fallen.

This roller-coaster geography results in a crazy-quilt agricultural and scenic pattern. Up you are, and it's corn and cotton and wheat land. And down you go, through beans and grapes, and it's bananas. And up you go, and it's wheat and rye. And down you go, through the tomatoes, and it's coffee and cocoa beans. And bananas. And up you go, and it's cattle and chihuahuas, and wolves and panthers. And down, it's lobsters and sailfish and turtles. And bananas. And up, for rattlesnakes and cactus and coyotes and bleaching bones of man and beast. And up, up through fir and pine for deer, and longhorned ram and black bears, roaming among the frosted cones of the volcanos. And down, down to Guatemala, where there are alligators and armadillos adilloing in their armour. And tigers, tigers, burning bright, in the forests of the night. And mahogany. And lots of bananas.

In Mexico there are human attitudes, ritual patterns, and psychological symbols so familiar to the Oriental soul, so congenial to the Western psyche, that both the Asiatic and the European tourist often feel strangely comfortable there, without ceasing to feel comfortably strange.

All the splendid remains of Toltec culture are familiar to the Oriental, as well as to the European: the soaring pyramids of the Sun and the Moon at Teotihuacán, rising in mathematical splendour against the dusty blue skies of Mexico City, and the ruins of the Sacred City of the Avenue of the Dead stretching away from them, so strangely exciting in their geometric starkness; the enormous, squat sculptures on the face of the stolidly soaring temple of Quetzalcoatl, of feathered snake and tiger symbols repeated again and again, with the power of the beat of tremendous kettledrums; and everywhere, the sculptures and murals which are an integral part of the architecture, as the architecture is an integral part of the landscape.

At Chichén Itzá in Yucatan, where the fabulous Mayan ruins have been plucked from the throat of the gluttonous jungle after centuries, the pyramid of Huhulcan (The Castle), marching, opalescent block upon block, up to a burning turquoise sky; the ornate "building of the Nuns," the Conch, or Astronomer's tower, would thrill the delicate senses of the ancient Cambodians who built—and worshipped at Angkor Vat. And there, the Temple of the Warriors, with its hundreds of headless columns, would surprise the ancient—or, for that matter, the modern—Greek only in its details.

The most fascinating and haunting figure in this ancient Indian culture is not the plumed serpent, the tiger, eagle, nor the skull. It is the Chac-Mool. Chac-Mool means "Red Claw," the name of a Mayan King. The Chac-Mool is a figure with unmistakably Mayan features, which nevertheless has been found in Aztec regions high up in the Mexican plateau. To this day, the place of the Chac-Mool in ancient Indian culture is such a complete mystery that in archæological circles there is even a "Chac-Mool complex." Found in every size, the Chac-Mool lies on the small of his back, leaning on his elbow-points. Knees up, head up, and turned sharply to the right, he is curled at a new-moon angle. His hands sometimes hold a bowl, more often lie cupped along the outside of the flat belly he presents to the sky like a platter. Archæologists violently disagree as to whether the Chac-Mool was used as a sort of brazier for sacred fire or as an altar for human sacrifice. Always a morbid lot, the majority tends toward the human sacrifice theory.

Archæologists love to fill ancient bowls with libations of human blood and entrails, even when there is just as much archæological warrant for filling them with wine or bananas. But after all, they must be forgiven for imaginative excesses in the Chac-Mool's case. The Chac-Mool's expression does suggest that he is much more than a mere fruit-platter, or the Toltec Mayan version of the ubiquitous blackamoor in 18th-century decorative art, who held everything on his head from torches to rubber plants. And yet, the Chac-Mool's

recumbent and slightly silly posture is *not* that of king or deity. But neither is his face the face of a slave. It is too secretly sensuous, too whimsically contemplative, too serenely sardonic. It is an expression that gives him some strange relation to the symbol of the Buddha. . . .

Historically, and today, art for the Mexican is a prime value. A friend tells of a tourist who bought a chair from a craftsman in the Toluca market place. She liked it so well, she ordered eleven more. "I suppose you will charge me *less* for making twelve exactly alike?" she said. "No," answered the peasant, "I shall charge you more: I shall be so bored." The assembly-belt principle is the death of the creative spirit. Mexico's tragedy lies in the fact that *progress* in Detroit terms (so necessary to improve its living standards) may result in the extinction of the *creative community* spirit.

There are many mediæval hamlets and towns where the Mexican people, probably the vast majority, lead mediæval—even pre-Cortezian lives. (Ninety-four per cent of the inhabited places have less than 500 people each.) Places like rocky Guanajuato, where the dead are buried as they were in ancient Roman times—in catacombs. But with a small difference. (Things in Mexico are often much the same as elsewhere, except with some small difference, which is often so startling that it is hard for you to remember the "sameness.") At Guanajuato, the dead are not sealed in stone coffins or in niches behind slabs, to spare the clear air the stink of their rot. They are laid, or rather stacked, on shelves. And—a sign of the native passion for orderliness—they are stacked according to size. In time they are preserved like prunes in the hot, dry air. But they do not lose their identities. Tia Teresa, who died of typhus, and Papa Pablo, who died of a machete in the midriff, in spite of their shrunken fortunes, still evoke recognition. And, inescapably some human respect. They are, more often than you might think, lifted down from the shelf for an affectionate—and philosophical—pat.

And so one begins talking about the wild, spacious beauty of Mexico, and ends up joking about mummies. . . . This, too, is a Mexican paradox. For beneath the splendours that fill the mind and eye, one soon detects the underlying harshness and sombreness of life on this bitter soil, and takes refuge from melancholy or despair in sardonic humour, the castanet laughter of the Mexican. Motoring from Mexico to Acapulco, if one keeps eyes and heart open, one sees how precariously the peasant must maintain life on beans and sparse water, in the inaccessible mountain gullies to which he clings. How hard and ungenerous to stick and iron hoe are the mesa lands. And what burning and rasping enemies the wind and the sun. In their more implacable moods, what harbingers of famine, of smallpox, typhus and typhoid.

I see now that I have always misunderstood the meaning of *mañana*, in the mouth of the Mexican. (*Mañana*—tomorrow. *Quién sabe?* Who knows? *Que importa?* What does it matter? . . . These are Mexico's shibboleths.) In America, *mañana* is put on the lips of a fat Mexican, lazy and happy under the sun, who willingly puts off until tomorrow any task or obligation that is not immediate to his own well-being or profit. That is wrong. The Mexican's *mañana* is often the response of wisdom and prudence.

But since all is ecstatic in Mexico, all is sensuous and gay—even the macabre. The life-size figures of the Bleeding and Pilloried Christ are dressed in the gold-spangled jackets and purple velvet pantaloons of the Conquistador. And on the *Dia de los Muertos*, or Day of the Dead, which is celebrated after Halloween all over Mexico, "Death in a triumphal chariot" appears in a hundred merry mummers' guises on the streets. And *todo Mexico* throws picnics in graveyards, drinking with unusual gusto on beloved tombs, while the children play with amazingly-clad doll-skeletons, and happily gobble candy and cookies in the shape of skulls. (The name of your favourite "deader" across the forehead in pink icing is a little extra.) This is not so subtle, or even "educational" an approach to the question of death as playing with toy tanks and Junior Atomic Fission sets. But it is perhaps more direct.

Mexico is a backward area, full of forward ideas. Modern Mexico combines pre-Cortezian paganism (*classicism*, the Mexican intellectuals like to call it) with its passion for life and birth, and Spanish Catholicism, with its passion for danger and death; French rationalism, with its passion for thought and skepticism, and American pragmatism, with its passion for efficiency and progress. And it binds the mixture, which is certainly revolutionary, with a generous portion of Karl Marx's molten rancour against mankind, called dialectical materialism. This modern blend of so many disparate, contrasting, conflicting elements results in something that is like *none* of these things—but is only and utterly itself: Mexico, a poor country with a rich culture. The destruction of the Aztec Empire is a fact that no modern Mexican painter, certainly no muralist, ever lets anyone forget, for artistic as well as ideological reasons: The culture destroyed was stupendously bloody and pagan. The culture superimposed on its ruins was bloody and Christian. The artistic Renaissance in Mexico exhumed Indian paganism and glorified it over Spanish Christianity. Montezuma's revenge has been with the paint brush.

The great Spanish Colonial Cathedral on the Square in Mexico City is laid on the foundations of the Aztec chieftain's temples. Its pure colonial architecture is within eye range of the monumental multi-marbled Palace of Fine Arts, a turn-of-the-century effort whose style may best be described as "Late Reminiscence." And nearby, splendid with chrome and neon lights, is the Hotel Del Prado, modern as Broadway's latest bar. France, giver of luxurious and orderly vistas, inspired the near-by Paseo de la Reforma, the Bois de Boulogne of Mexico, where chic Mexico lives. Here, spotted between the green trees, are neo-classic sculptures, commemorating Mexico's many heroes and patriots, as well as other popular European park themes for marble statuary. I remember particularly a pair called "The Man"—looking both Roman and rococo and very vigorous, and "The Woman"—looking Greek and somewhat exhausted. (A fairly representative Mexican couple, I was informed.) Lining this elegant Boulevard are villas that show Spanish, French, and American influence; and looming public buildings whose new, bold, and stolid geometric forms, in square-blocked cement, remind one simultaneously of New York's skyscrapers and the Mayan pyramids of Chichén Itzá. In Mexico, everything is tried and discarded, nothing fails. Everything is buried, nothing is dead. The Renaissance of art in Mexico is also a Resurrection. Many of the values which inform Mexico's art are superior to ours. Indeed, the poorest Indian has long possessed the sense of passion and pathos, *(Cont'd on page 175)*



THE SHIRT SUIT

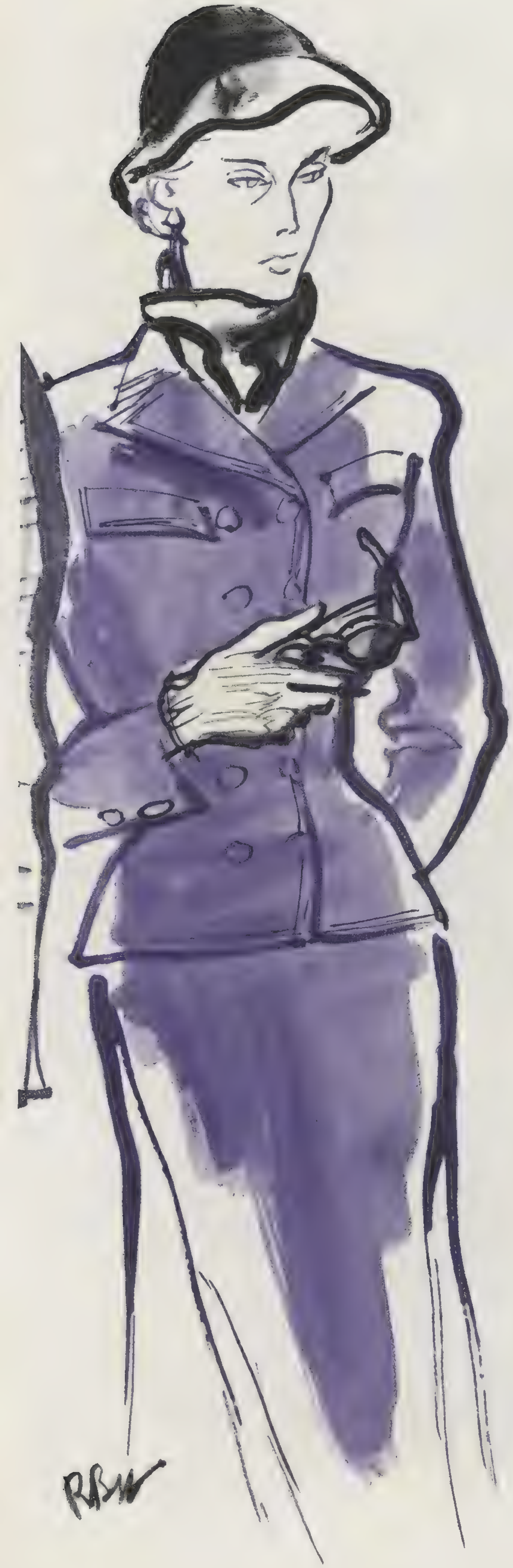
Left: Now we have it in grey flannel—the Guayabara shirt idea, the shirt taken straight from the Cuban planter. (Remember? Vogue first encouraged it as the all-time shirt to wear over shorts.) Here it is with its own straight skirt; to be worn belted, if you wish. Or: unbelted, as one of the good, straight-hanging box jackets of the season. By Duchess Royal in Milliken worsted flannel, $50. Bonwit Teller; Wanamaker's, Phila.; Wm. H. Block; The Broadway.

THE LITTLE BOY JACKET SUIT

Opposite: We sent it to be photographed in England at an early race-meeting at famed Epsom Downs—a beguiling American figure: the little boy jacket suit. This suit is advice: for what to wear for such a scene, anywhere; for *how* to see the little boy look that has now become an important new fashion rôle. The jacket is straight young elegance; only the top button is buttoned. The skirt is slim, but easy-walking. There's a deep cloche, a bright cashmere turtle-neck sweater (together, colour news). The suit, by Handmacher, in grey worsted flannel, $60. Lord & Taylor; Marshall Field; The Dayton Co.; Jelleff's. The sweater, by Regina, $17. De Pinna; Marshall Field; Jelleff's. Felt cloche, $11, at Knox. Lipstick advice, Yardley's vivid "Vivid."

NORMAN PARKINSON





TWEED SUIT BRILLIANCE

In a colour year the traditional, valued tweed suit is non-traditional—is brilliant. In a colour year you will not be surprised to see, to wear, a bright, a definitely checked tweed in the go-everywhere, do-everything rôles that once meant muffled tones. *Opposite page, far left:* Electric blue, one high-voltage shade for a suit equally at home in town or country, $80. Green turtle-neck sweater (a shock for blue), with a soft brushed finish, by Jantzen, $8; Jane Engel. *Centre:* Red and taupe in bold checks; jacket to be belted or not; good companions to it might be more taupe, and beige. Suit, under $100. *Right:* Strong colour, strong pattern: turquoise blue crossbarred with dark grey; a long-jacketed suit with a long country life; about $100. You might add a turtle-neck blue sweater. *This page, left:* Parma violet, an outstanding colour in a time of colour. The suit, town-cut, closely fitted, with a rather short jacket; under $100. *Right:* Violet first, checked out in green and brown; for city or country, belted or not, $115. The suits are all Davidow designs in wool tweed, at Saks Fifth, New York; Garfinckel's; Wanamaker's, Phila.; Hudson's.



FIRST DRESS: EARLY FURS





Above: Beige wool jersey woven in a tweedy pattern (the stripe is black). The jacket is buff-coloured clipped fox. The whole costume, country-into-town, and very good in town. Clare Potter dress, $95. Lord & Taylor. The Hollander-dyed jacket, from Esther Dorothy. *Right:* Again the country jersey so good in town, the better with fur. Grey wool in a shell weave, a sheath line (unless the sweater top is worn bloused over the skirt). With it, a fur in a non-furry colour: muskrat in misty blue. Clare Potter dress, $85. From De Pinna; Garfinckel's. Jacket (Hollander-dyed), Esther Dorothy. The earrings, of clear stones the colour of the gilt they're set in; the gilt bracelets; the dangling keys; all from Saks Fifth Avenue. *Opposite:* Pure line: the dress, the fur. (The plan is afternoon in town.) Dark-but-not-black dress in Oxford grey wool, cut straight to the knee, flared slightly below (the outline here is 1950's important "trumpet skirt"). $115. The stole is of natural ranch mink, descending to a row of tails. Michael Paul jewellery. Black velvet cap, tilted. All, from Henri Bendel (the hat and mink stole are both made to order).

RAWLINGS

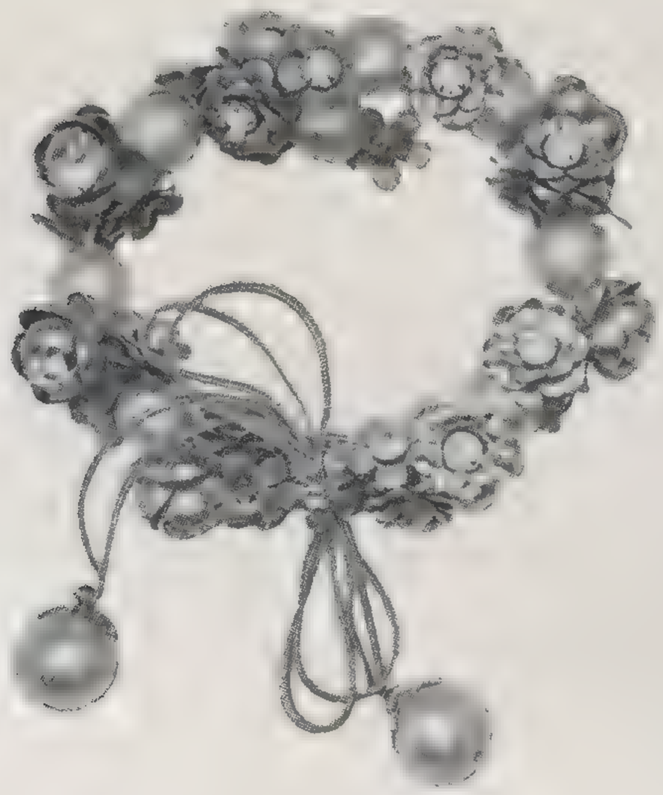




Left: This is the steady suit, an easy suit, well made, belted, with the jacket in the new, slightly longer length. A classic shape, a year-in-year-out possession. In black and red checked worsted wool with a straight skirt. By Gene Shelly, $210. From De Pinna. The purple padre hat, from John Frederics. *Below:* The quiet pleasure of this bright red suit: the sort of cut, detail, and thinking you'd look for in a classic tweed. The red wool tweed, black velvet collar, a recitation of 1950 points. By Mandelbaum, $70. Betmar hat, $9. Both, Lord & Taylor. Suit, also Vandervoort's. Koret bag, Bergdorf Goodman. *Below, left:* Woven chain bracelet—gold-plated, with pseudo pearls and rhinestones. By Miriam Haskell, $20 plus tax. Saks Fifth.



SUIT LIVES



HORST



Few are born beautiful...

All can achieve beauty with the Elizabeth Arden Basic Ritual

This is a solemn promise from Elizabeth Arden. Keep an inner radiance . . .
keep faith with the Elizabeth Arden Basic Ritual . . . and you will have beauty!
And en route to college or career . . . *this* is the moment
to heighten your loveliness, and hold it for all time . . .
with Miss Arden's incomparable "essential" preparations.

So startlingly effective, the Elizabeth Arden Basic Ritual

Cleanse...Ardena Cleansing Cream for dry or normal skin, 1.00 to 6.00
Ardena Fluffy Cleansing Cream for quick cleansing of sensitive skin, 1.25 to 3.50
Refresh...with Ardena Skin Lotion, 1.00 to 9.50
Smooth...with Ardena Velva Cream for normal skin, 1.00 to 6.00
Ardena Orange Skin Cream for dry skin, 1.25 to 4.50
Ardena Porine Cream for oily skin; and to improve
appearance of enlarged pores, 1.50
For slight skin irritation or chapping, use wonder-working Eight-Hour Cream, 1.50, 2.50

all prices plus tax

Elizabeth Arden

691 FIFTH AVENUE, NEW YORK 22, PLAZA 9-2940



NICE TO REMEMBER

(Continued from page 131)

teachers' choosing to attend that service, but the principal divided his attentions and was a Methodist one Sunday, a Baptist the next.

Every other month from September through May the Methodist Ladies' Aid gave a ten-cent supper in the church basement; on alternate months the Baptist Ladies took their turn. The whole town flocked to these monstrous meals. Academy boys invited their best girls, collected them at the seldom-used front door and, instructed in etiquette, walked gingerly on the outer verge of the sidewalk. The institution of the church supper, like that of the revival, has been scarcely affected by the passage of time. Then we had more to eat for much less money and everything was ranged along on the tables before we were summoned so that we had a long view of the multicoloured layer cakes and pressed glass dishes of "canned sass"—pale pink strawberries, floating in rosy syrup—while we munched through quantities of scalloped oysters, pressed veal, scalloped potatoes, string bean pickles, salt-rising bread, macaroni and cheese, salmon salad, and pallid baked beans.

During the brief summer the romantic strawberry festival took the place of the jolly church supper. On Saturday evenings when the merchants sponsored the band concert with hopes of enticing the farmers to buy, the church ladies added the attraction of their homemade ice cream and cake. In those forgotten days there stood on the academy lawn, under the sugar maple, the Pagoda, an artless rococo structure, with white paint peeling from its warped boards, the only frivolous building in our town. No one was ever permitted to enter the Pagoda except the band, for whom it was a tight squeeze, but there they played all Saturday evening, while little girls in white dresses with pink sashes flew about with huge saucers of ice cream—lemon, chocolate, vanilla—and plates of inferior cake, for, although it may be treason to say so, wood stoves were unreliable and an egg yolk sitting about in a teacup is prone to form a rigid yellow crust, which sponge cake repudiates.

On such evenings, when every stall in the horse sheds held a horse and buggy and every hitching post on Main Street was in use, the dimly lighted town was full of excitement. Yet we young things were not frivolous, although we longed to be. No one danced, no one played cards, no one was drunken except the town lamplighter, who added to the mysterious charms of Saturday evening by his incapacity to provide illumination. The drugstore clerk, our beau ideal of the man about town, subscribed to *Smart Set* and to *Munsey's Magazine* with its pictures of beautiful, plump actresses, which set us yearning for the life of fashion in which one wore low-necked gowns and went to balls. The Minerva Society, named for the founder Minerva Mason, sponsored a lecture course of five numbers, season tickets $1. The most popular entertainment was the concert given by four young women who played the harp, violin, piano, and sang, but their perennial charm was not so much in their performances as in their exotic dress, for like the Munsey actresses, they wore low-necked and sleeveless gowns.

Once in each summer our little group of girls had a picnic at the Gorge. The stage driver carried us there on his way to the mail train and in the late afternoon collected us after his last regular trip. Each of us paid him fifty cents: I suppose none of us spent more than one dollar on entertainment during the entire summer. He left us by the side of the road, from which we walked to the rim of the Gorge where we stood speculating on the easiest descent. The place terrified me with its severe, but wild beauty—so different from the gently undulating hills among which we lived. Far below, the swift, shallow water eddied among the boulders and slipped over shining yellow sand. As we clambered down, we clung to the sumac saplings and screamed like sea gulls as we slipped. When we had emptied our shoe boxes of hard-boiled eggs and sticky cake, we waded in the icy "crick" until our feet were numb. Then we sat idly talking until it was time to climb up to the road and meet the stage. This was our summer's high festivity but we did not know how to be happy.

Although the town boasted the best sidewalks in the county, one could not go very far before stepping into the thick yellow dust of the country road. People did not walk for pleasure, but on summer evenings a couple might stroll self-consciously past the grove down to the ugly iron bridge and stand there watching the placid cows pace through the water towards the willow trees.

In our own way we took notice of the fine arts. We had an art teacher who gave instruction in china, oil, and water-colour painting. Although china painting has long been out of fashion, much of this genre was quite charming, for the teacher had good colour sense and the work was done with exquisite pains upon fine Bavarian or Limoges ware. But the oils were inexcusable, copies of such panels as "Night" and "Morning."

The mild old woman with delicate pink cheeks who taught piano using "American fingering"—X for the thumb—vanished with the century, and as the frost came and the academy opened, the wife of the new principal announced that she would take piano pupils. It was difficult to conceive of paying $1 for an hour's lesson when twenty-five cents had satisfied her predecessor; the exorbitant price gave parents the right to haggle over buying sheet music and to demand "pretty pieces" such as "Hearts and Flowers." This new music teacher was a frail, thin, harassed young woman who lugged about an infant of stupendous size, but she was a musician and her vocation was teaching. When she attempted to drill

(Continued on page 167)

NICE TO REMEMBER

(Continued from page 166)

the choir she was continually thwarted both by the singers and the congregation, who refused to listen to high-falutin pieces not to be found in Gospel Hymns No. 5. Beaten down, she quoted the New England Conservatory, where she had been trained, not perceiving that we would never forgive her for contrasting our rusticity with the "culture and civilization of the provinces." The churches ignored Easter as papist, but on that Sunday she attempted a solo from a Stainer oratorio: her nerves were affected by the hostile faces before her, her voice broke, and with a gesture of despair, she fled, to sing no more.

There was not a brick or a stone house in our town; all the dwellings were of wood. A few, built before the 1830's, were long and low with Doric columns supporting an attic story, but others, as old, but homes of poorer people, were narrow, two-storied, touching the sidewalk in front and their neighbours on either side with all the hollyhocks, mignonette, sweet lavender, and "garden sass" tucked out of sight behind them: I loved some of the old women who lived out their lives in those little houses. They were poor; probably none of them could spend over one hundred dollars a year. Once Mrs. Dill brought out her six spoons of coin silver explaining that their brightness was not due to silver polish which she would never dare use lest it rub them away. The gentle dignity with which such old women wore the thinness of their lives remains a lesson, which if I can not learn, I reverence.

The elders and betters of those days did not attempt to bridge the gulf between them and the young. It was indeed to their advantage to keep it there since on their side were power and prestige. They withheld praise, believing it made children "feel above themselves"; it is to be supposed they loved, but love so tightly bottled up scatters scant fragrance. If this aridity was a trace of puritanism, it had outlasted its excuse, for the men and women in our town were not performing the labours of pioneers. The women of the succeeding generation have been accused of ruining their children by sentimental indulgence, but if their devotion has been foolish, it was too often the result of the niggardliness shown their own childhood. Perhaps the third generation will profit by the mistakes of the two preceding. In view of my windows is a nursery school for the children of GI's: these little ones, healthy, cooperating in joint enterprises of great magnitude, supervised, but not interfered with, seem to profit by the best of both systems.

Few ventured to court the town's sardonic criticisms, but occasionally subterfuge made it possible to evade the rules. Such was the case of a Methodist minister's wife who, professing chronic invalidism, spent her life in bed while the Ladies' Aid officiously rummaged through her belongings and "whacked up a cake" in her kitchen. They said she was "nice enough" but shiftless—always writing letters. The year over, Conference, that inexorable disposer of Methodist ministers, moved the family to fresh fields and many a day passed before we heard that she had not been writing interminable letters, but stories: she was an authoress, and had earned enough money to put her children through college. But whether she was really ill, or merely protecting herself, how were we to know?

Everyone, who was anyone, kept a card tray on the hat rack. As soon as the visitor had gone out the door, the hostess ran an inquiring finger over the lettering on the card which she had ostentatiously deposited: was it engraved? or merely printed? It made a vast difference.

My first caller brought no visiting card. We were both—she and I—very small girls but I was told to entertain my guest in the parlour. There we sat, staring dumbly down on our folded hands, my glibness quite deserting me. At last she leaned forward and demanded in a sepulchral tone, "Do you believe in soul's sleep?"

Seldom did I admit ignorance, but in my surprise I blurted out, "I never heard of it."

"Oh," said she loftily, "Some folks say when you die, you stay asleep in your coffin for a thousand years, and then you come to judgment."

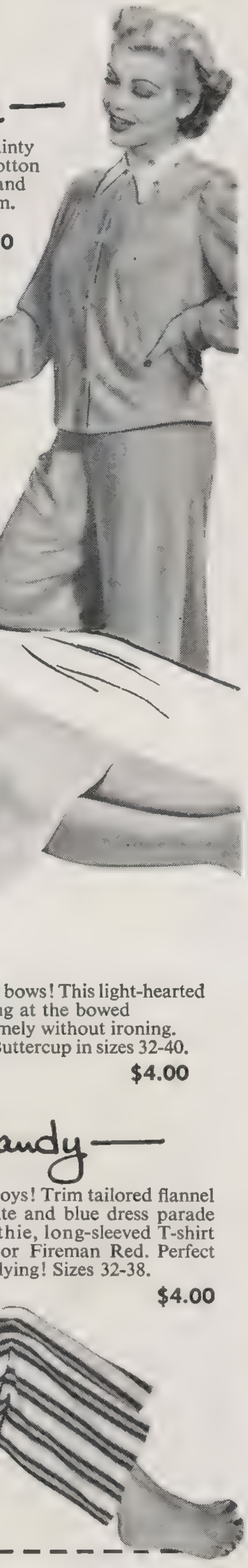
This idea struck me repellent and I attempted to refute it on Biblical grounds. Yet, although she was six months younger than I, I have always felt she had the best of it.

I remember the first time I ever saw an automobile, when I had no idea what it was, but shudderingly suspected it might be a survival from prehistoric times. For on a night of furious wind and driving rain, I was awakened as by subterranean groanings, crept breathless to the window, and looking out, beheld a red-eyed behemoth lumbering through the mud of the country road. It seemed a monster without a name, a portent unrecognizable among the works of men, that automobile of the 1890's.

I hear my old friends murmur, "We were safe then. We lived in a safe world." But are not these the soft sighings of nostalgia? Petty as were our anxieties compared with those faced by the world today, they staggered us. The sense of security is individual and rests ultimately upon one's belief in the immaterial. In our little town, where every one professed faith in God and in His special providence, most of us not only made Him very little by limiting Him to functions connected with our own well-being, but lent ourselves an importance far beyond our deserts. To lose both this meagre view of God and this exalted notion of self may be a first step towards finding Him and the security for which we yearn. The present is breathless, the future full of wild possibilities, but was the old sense of safety, based on isolation and on self-deception, to be preferred?

Strutwear

FOR THE GIRL WITH A FLAIR



Debutante—

A new note in beloved brushed rayon pj's! Dainty flowerets embroidered on a crisp white cotton pique collar . . . figure-flattering yoke front and back . . . long sleeves to keep you toasty warm. In vibrant Camellia, Larkspur or Buttercup, sizes 32-40. $6.00

Cuddle Bunny—

Snuggly cotton balbriggan takes to ruffles and bows! This light-hearted shortie gown has fetching color-edged ruffling at the bowed neckline and elasticized wrists. Does handsomely without ironing. Fireman Red, Carnation Pink, Larkspur or Buttercup in sizes 32-40. $4.00

Jim Dandy—

Something from the boys! Trim tailored flannel trousers in red, white and blue dress parade stripes . . . smoothie, long-sleeved T-shirt in Navy Blue or Fireman Red. Perfect for dorm dallying! Sizes 32-38. $4.00

STRUTWEAR, INC., Minneapolis 4, Minnesota

Please send this order to the nearest Strutwear dealer.

DEBUTANTE_____ CUDDLE BUNNY_____ JIM DANDY_____

NAME_____ ☐ Check Enclosed

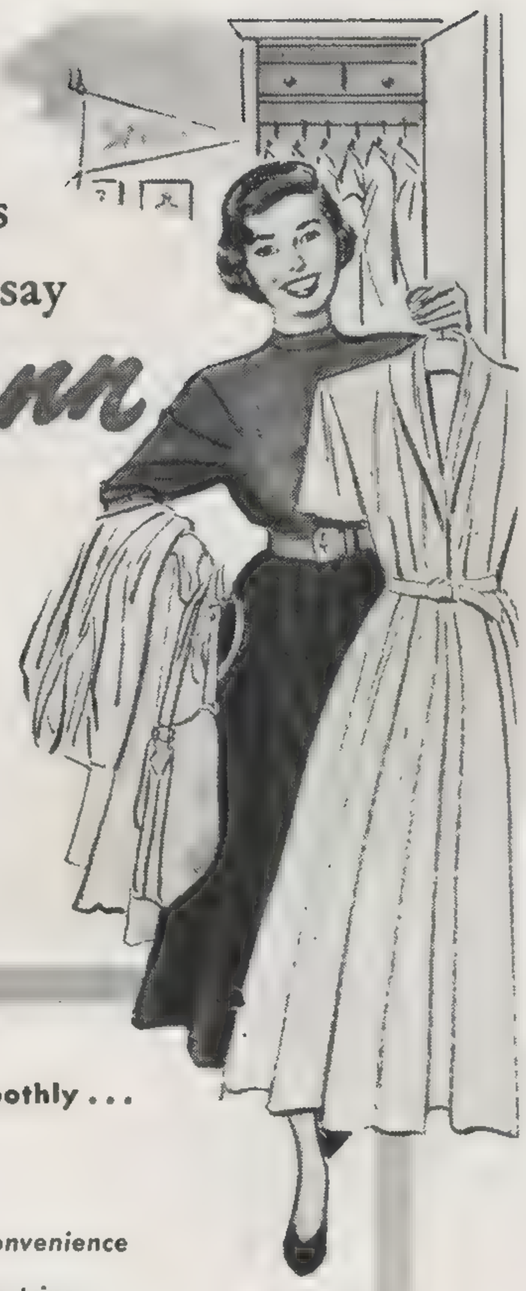
ADDRESS_____ ☐ Money Order

CITY_____ ZONE____ STATE_____

Guaranteed by Good Housekeeping

HOSIERY • SLIPS • PANTIES • PAJAMAS • GOWNS • BEDJACKETS

Off to school?
Check these advantages
one by one . . . and you'll say
the Hartmann
SKYMATE
is the one-and-only
kind of luggage
for you



- **Holds more clothes . . . more smoothly . . .** *than any ordinary suitcase*
- **Weighs less** *for air travel*
- **Better proportioned** *for pullman convenience*
- **More ruggedly built** *for automobile trips*
- **Resilite construction** . . . *outsmarts wear. You'll go through school, and through the years, with the Skymate*
- **Solid brass** . . . *locks and corner shields*
- **Bootmaker stitched** *with lock-twist nylon*
- **Protecto bound** *for all-around travel protection*



See here what the women's Skymate Mayfair holds . . . *and you'll have weight to spare if you're travelling by air . . .*

2 dresses	2 pr. dress shoes
2 suits	1 pr. sports shoes
3 formals	2 nightgowns
1 negligee	2 pr. gloves
2 sweaters	6 pr. hosiery
lingerie	1 cosmetic kit
1 topcoat	1 handbag
1 skirt	1 pr. slippers

12 handkerchiefs

The Skymate Mayfair shown, in Buckskin Tan canvas, is $78.50. It's one of 15 pieces in this matching ensemble, with prices starting at $55. Write for the name of your nearest Hartmann retailer.

Student Wardrobe Trunk in Buckskin Tan canvas, $190. Other Hartmann Wardrobe Trunks from $99.50. All prices plus existing tax.

HARTMANN COMPANY • Racine, Wis.

CASH AND THE ARTS IN ENGLAND

(Continued from page 130)

has come from a desire to have a permanent company performing opera sung in English. We have not previously had such a permanent company in England. The whole problem of training a resident orchestra and a resident chorus has had to be faced. But in my view the effort of Covent Garden Opera to establish a permanent company is succeeding despite all the battles that have been fought. The cynics say we can never produce the great singers in England, even that our lungs are not big enough. The realists reply that so far we have only been trying for a few years.

It can be asserted justly, that in this initial stage too much emphasis has been placed on production and décor. We had recently a very controversial production of *Salomé* by Peter Brook with help from Salvador Dali, which brought this particular issue to a crisis. As a result the tendency today is to concentrate attention once again on the music. The Sadler's Wells first ballet company, as is well known, now plays at Covent Garden, alternating with opera. This ballet, which had such a warm reception in America, is of course costly to maintain though far less so than the opera, and it helps a great deal that the ballet can play to capacity houses wherever it performs.

The story of its Director, Ninette de Valois, has often been told. Here I would only say that the great ambition of her life was to see her ballet move from Sadler's Wells Theatre to the larger stage of Covent Garden. By the force of her personality she has created the English ballet, and this quiet, softly-spoken middle-aged woman with a will of steel has not finished yet. She is building up an organization behind the main company so that it can be fed continuously with new dancers. To do this, she has developed her second company now playing in the Sadler's Wells Theatre. The standard of this company is much higher than is sometimes realized. Then, further, Miss de Valois has developed a ballet school and it is in this school that the future hopes of the ballet in England really rest.

Opera and ballet are among the most controversial sides of the Arts Council work but the Council also gives subsidies to Symphony Orchestras, arranges for exhibitions of pictures, helps art clubs, and does a hundred and one things, all of which go happily on without the least complexity. For instance, the Arts Council brought to England a number of great exhibitions which have also been on display in the United States, such as the Van Gogh Exhibition and the Vienna Treasures. All this can be achieved with very little expenditure, as the public pays for admission. Symphony Orchestras are more expensive, and they become increasingly so. But they can not compete in cost with either opera or ballet, and the problems they present are not controversial. But opera and ballet never move in quiet waters and this is true also of the theatre.

Next to opera, it can be safely said that theatre subsidies cause the major trouble. It all goes back to the fact that we have in England a punitive Entertainments Tax. This is remitted on theatre companies which are organized on a non-profit making basis and have governing bodies of disinterested people. They must also, according to the Finance Act, produce plays which are "educational or partly educational."

Before the days of the Arts Council, the Government had great difficulty in administering this Act. What was an "educational or partly educational" play? To decide this point they set up a Committee of Three Wise Men, none of whom had any close connection with the theatre. In the profession they were known as "The Three Blind Mice." One cruel rumour said that they concluded that any play mentioning women in the title could not be "educational or partly educational." This led them to turn down a translation of *The Trojan Women* in the same week as they passed *Charley's Aunt,* because they knew that Charley's Aunt was not a woman. Whatever may be the truth of this story, the Government is very happy to find the half unspoken compromise solution that any company of which the Arts Council approves shall be free of tax.

From the first, the Arts Council has tried to avoid anything that approaches censorship. It therefore decided that it would have nothing to do with exempting individual plays. All it would do would be to give "association" or general approval to non-profit making companies whose record over a period of a year was on the whole acceptable.

Then the trouble came. In the early days of the war, for instance, Congreve's *Love for Love* was performed with great success. But a number of angry voices asked why this play, which belonged to the "*Forever Amber*" period of English history, should have exemption as "partly educational." If people were laughing in the theatre, surely the play was not "educational," particularly if they were laughing at a humour that delighted the frankly immoral court of the Restoration.

Recently trouble of even a more fierce kind came with a production of *A Streetcar Named Desire.* The attack on this production began as a matter of professional jealousy. Commercial companies felt that they could have done well with *Streetcar.* They alleged that they were out-bid by a company that had all the benefits of state subsidy of tax-exemption. Unfortunately, this professional row led to an attack on the play itself. Some of the critics claimed that it was salacious and pornographic. The wrong sort of audience came to see it for the wrong sort of reasons. But despite all this, it has come through to a very great success with the lead

(Continued on page 170)

PARIS SEASON

(Continued from page 142)

in red velvet, the décor by Georges Geffroy. It was filled with people; a place for meeting friends, gay as a village green. There were parties in nearly all of the apartments overlooking the square. Silhouettes framed in light leaned over the balconies to watch the festivities; costumed bands from the colonies paraded; there was a night automobile show, with women in extravagant evening dresses, and a dinner-dance at the Ritz. There were five nights of roaring party life on the Place Vendôme.

The most splendid of the great balls was the one at the Hotel Lambert, a subscription charity ball which made three million francs for L'Essor and Saint-Casimir—to aid abandoned French children and Polish refugees in France.

The hotel, on the Ile St.-Louis, designed in the 17th century by the architect Levau, has interiors by Lebrun and Lesueur. Before the revolution, its brilliant salons were presided over by Voltaire. This 1950 ball was patterned after another given exactly one hundred and five years ago by one of the house's last owners, Polish Princess Czartoryski (members of her family still live there today). Now, as then, the great court was roofed over, and the cobblestone pavement was covered with a wooden floor for dancing. The great stone walls surrounding the courtyard were hung with crimson velvet, making one tremendous three-story ballroom. The rooms overlooking the dance floor were turned into loges, the windows draped on the outside with red velvet. From these gilded, candlelit interiors, those who had bought loges and their guests looked down on the dancers eddying below; looked across at their vis-à-vis in the opposite windows. Buffets, with champagne and delicacies, were in every loge, and across one end of the grand courtyard ballroom.

The jewels were fabulous. Princess Nilofaur of Hyderabad wore an amazing necklace made of a single diamond feather. Madame Schiaparelli wore a great, gold-coloured chain like that of a mayor or a sommelier. Most of the dresses—with the exception of the Duchess of Windsor's, which was American and ballerina length—were made in Paris, and made especially for this night. They were great-skirted, trailing, studded with sequins, heavily embroidered, kilometres wide. They were white, of palest pastels—of all colours except black.

One of the handsome parties of the season was the débutante ball given for Cordelia de Castellane by Princess Troubetskoy. It was the first large party given by her since the war. The grandfather of the débu-

(Continued on page 171)

The loveliest shoes are made of

KID LEATHER

Suede • Smooth • Crushed



About $24.00

A delicate shell of a shoe, with stripping across your toes and side-swept ankle strap. In beautiful bronze glazed Kid.

Write for name of nearest dealer and booklet, "Kid Leather, Leading Lady of Fashion" to

KID LEATHER GUILD, Dept. V-7, 1270 Broadway, New York, N. Y.







Farnsworth PURE Woolens

FUNDAMENTALS FOR FALL... expert man-tailored classics for collegiennes, careerists... enduring, endearing for their versatility and verve! All, sizes 10 to 20. Left: double-breasted yachting jacket in covert weave flannel. Deep lapels, deep pockets. Navy, red, menswear grey, oxford grey, yarn dyed brown, white. About $25. Center: single-breasted tweed jacket with notched collar, three pockets. Beige, grey, dark green, wine, brown. About $25. Right: slim tweed skirt with fake fly front. Matches tweed jacket. Also available covert weave flannel skirt to match jacket. About $11. At the stores listed below or for store in your vicinity write:

THE PIPER Reg.

H. & E. SHAPIRO

H. & E. SHAPIRO • 105 WEST 40th ST., NEW YORK

LORD & TAYLOR, NEW YORK, N. Y. • JULIUS GARFINCKEL, WASHINGTON, D. C. • HIMELHOCH BROS., DETROIT, MICH.



CASH AND THE ARTS

(Continued from page 168)

played brilliantly though perhaps more romantically than the author intended by Vivien Leigh.

Some of the earliest support of the Arts Council in the theatre was given to the Old Vic. Its pre-war theatre near Waterloo Station was bombed, and for the first time in its history, the Old Vic company began to think of playing outside London. Through the help of the Arts Council, it made a wartime tour through the mining villages of Wales.

Then a little later in the war, the Old Vic came back to London and some of the most distinguished actors of our time in England, including Sir Laurence Olivier and Sir Ralph Richardson, were associated with its work. Through the help of the Arts Council, it was able to operate in the West End at the New Theatre. Some of the great things in the English theatre were achieved during this period by the Old Vic, particularly their most handsomely produced production of *Henry IV*, Part One and Part Two, with Richardson as Falstaff and Olivier as Hotspur and Shallow, and Sir Laurence Olivier's vivacious and daring interpretations of *Richard III* and *King Lear*.

I think that much of the success of the Arts Council has been due to the personality of those whom the Government has been able to persuade to lead it. The first chairman was an Appeal Judge, Lord Macmillan; he was not only a distinguished lawyer, but a wit who had enjoyed the arts and who could make every penny in every sixpence work as if it were the last coin he possessed. Then there was Lord Keynes, a figure who belonged properly to the Renaissance period when a multiplicity of talents was often found, combined with good taste in a single individual. He was a powerful figure in public life, as an economist, a collector of pictures and books, a devout follower of ballet and the theatre, a talker of exceptional brilliance, and one who knew all the devices by which the machinery of Government can be made to work.

Today we have Sir Ernest Pooley, who was for many years Clerk to the Drapers' Company. To anyone outside England, that is not likely to mean much, but it is an office that belongs to the history and tradition of England. Very near the Bank of England in the City of London is a nobly proportioned hall on a site which the Drapers' Company has owned since Tudor days, and which has been the scene of many lavish banquets, served on gold and silver plate. In mediæval days, the Company was active in controlling the industry, but today it is a body of professional men who dine together and administer as charities the very considerable sums which the Company has accumulated during the centuries. The story is told how, during the Fire of London the Drapers had their Hall burned down and how they sought refuge in the Hall of a similar Corporation, the Carpenters' Company, and how in 1940, when the Carpenters lost their Hall by enemy action, they planned successfully a return visit, and the Master of the Carpenters' Company opened his letter of request with the phrase, "Referring to your letter of 1666 when you requested the loan of our Hall. . . . " Such, at any rate, is Sir Ernest Pooley's background.

The general administrator is a woman, Mary Glasgow, a one-time civil servant, who joined the Council as a wartime job late in 1939 when she was its sole employee. She had as an office one half room in the Ministry of Education. Today, eleven years later, she still manages the Arts Council, but it is from 4 St. James's Square, once Lady Astor's house, a beautiful eighteenth-century mansion, now permanently a national centre for the organization of the arts.

On the Council itself, we have such figures as Sir Kenneth Clark, who until recently was the Director of the National Gallery and who is currently our most brilliant writer on painting. Among musicians we have had Vaughan Williams, the elder statesman and certainly the outstanding personality among British musicians. Then there is Lord Esher, who has devoted his whole life to encouraging the Arts, and W. E. Williams, Director of the Bureau of Current Affairs.

I hope I have not given too rosy a picture of the Arts Council. It seems to me one of the genuinely encouraging developments in England. It has made a lot of mistakes, as was inevitable, but, on the whole, it has spent its funds wisely. It has never tried to become a monopoly. For instance, the Shakespeare Stratford-on-Avon Theatre has all the benefits of tax exemption and remains, at the same time, completely independent of the Arts Council. Sir Laurence Olivier, who in the Old Vic used to play under the Arts Council's auspices, now runs his own theatrical enterprise, a profit-making company, acting, currently, in Christopher Fry's *Venus Observed*.

Surely this is a good thing. What the Arts Council has really done is to give the opportunity of a continued life, but artists who are strong individualists on the whole prefer private patrons to the state. They can develop private relations with a patron which they can never with a Committee, however virtuous the Committee may be.

In England the day of the private patron is definitely over, except perhaps in the modest way in the visual arts. We shall never have another Sir Barry Jackson who gave a fortune and all his working life to the theatre, and, though seventy, still works for his Birmingham Theatre.

With the private patron out of the picture, we are left with the Arts Council and we can be thankful that on the whole it has worked so well. There may be a terrible day when the interfering hands of politicians may begin to meddle with it. That day will be the end. All I can say is that mercifully it has not come yet.

PARIS SEASON

(Continued from page 169)

tante is Count Stanislas de Castellane, President of the Cercle Interallié, where the ball was held; the mother of the débutante is Baroness Posch-Pastor. There were tables fringing the outdoor dance floor. Pink roses framed the terrace façade. A quiet sitting-out corner with Aubusson rugs and upholstered sofas was taken over by the dowagers. At the very end of the large green lawn, walled with immense trees, were gigantic beds of white Madonna lilies—over 5,000 of them. At intervals, Bengal fires in pink, yellow, blue, and green lighted up the scenery, and from the open-air dance floor, it seemed like a Claude Lorrain painting.

The majority of women wore full and sweeping ball gowns. Walking down the garden, they looked like proud peacocks with their trailing, misty skirts. It was a night for white—chiffon, organdie, satin; ruffled, embroidered, and often accented with a brilliant stole. There were also some black dresses in tulle or chiffon, with strong white accents. A surprise was the short evening lengths worn by the Marquise de Caumont, Marquise Henri de la Falaise, the Duchess of Windsor, Madame Arturo Lopez, Madame Antenor Patino. Princess Troubetskoy wore a magnificent tangerine coloured Indian sari, threaded and bordered with gold, a glowing background for her fabulous emerald necklace.

At the débutante ball of Nini Guevara, niece of Mrs. Howard Dietz, given by Lady Diana Duff Cooper, the decorations were designed by Cecil Beaton. The mansion, off the Rue de Lille, was converted into a *fête champêtre*. Lady Diana and Nini received under a red velvet canopy, flanked with Madonna lilies. The courtyard was decorated like a Victorian salon, with red settees, candlelight, and gilt chairs.

More intimate was the farewell party given by the Barry Binghams for their E.C.A., Embassy, and Parisian friends. There was waltzing in the white and gilt drawing room and in the garden, among the tables with red tablecloths and hurricane lamps. The party had the distinctive warmth, the Southern charm of the host and hostess.

One of the loveliest places in Paris has been the Bagatelle Polo Club in the Bois de Boulogne. Sunday afternoons, a leisurely crowd drifts into its shady sun-laced terraces to sip—Coca Cola mostly—and watch the various local equipages riding and whooping like boyards in the field beyond the hedges. The season was capped by the International Matches, won by the expert, hard-riding team from Spain.







It's young, it's lovely, it's YOU for Fall! Hi-A adds a dash of magic to the season's new fashions, rounds you gently, uplifts gloriously, supports firmly. The secret is Marja's patented round-and-out stitching, double on the bottom of the bust cup. AA petite, A, B, C cups. Sizes 30 to 42. In fine Pima broadcloth, $2.50 . . . in quick drying nylon satin, $3.50

At fine stores, or write for store nearest you

MARJA BRASSIERES • JACKSONVILLE, TEXAS

EVERY/ANY DAY IN/OUT OF COLLEGE

Right: Separates with a polished neatness: wide rust and blue worsted tweed skirt, $13; wool sweater, $10; by Nelly de Grab; Henri Bendel; Jordan Marsh. Grey flannel shoes, by DeLiso Debs, $14; Bonwit Teller.



Below: Separates with the look of a dress: red and black plaid worsted skirt with big pockets, $20; plaid jacket with knitted sleeves and collar, $30; De Pinna. Gold-plated lion's head on a thick chain cut a new length; by Coro.



Below: Separates—the elegant mix. Red-blue plaid jacket, red ribbing; by Shapiro in Milliken wool, $18; Saks Fifth. White wool sweater, $5; Oppenheim Collins. Grey flannel bag by Nanni, $17 plus tax; Peck & Peck.





Sweeping the country: this Timme Alpaca pile lined coat with cloth coat smartness. Deftly created by Para Mont in sizes ten to twenty.

About $75 at better stores

PARA AT COMP NY • M POLIS, MINNESOTA



Right: A dress for every day; with the at-easy comfort of a sweater. Heathery grey dress of Wyner worsted jersey, with sleeves and high, rolled collar of ribbed knitting. Dress, by Serbin, $23; Frost Bros.; L. S. Ayres.

Below: Double blessing, the dress with a jacket. This one, of grey flannel with a full skirt, sleeves and collar band knitted in. Box jacket closed with leather tabs. By Connie Adams, $56; Bonwit Teller. Pigskin gloves by Superb.



Below: Once again, and as good as you could wish: the grey wool flannel dress. The case in point, a simple, shirtwaist shape with push-up sleeves, an easy skirt, a dark red velvet tie. By Young American Deb, $25. From Altman.



Below: The 1950 way with the skirt-and-sweater plan; the sweater, not bulky, tucked in the skirt marked with a belt. Brown-checked wool skirt, $20; cashmere pull-over, $14; cardigan, $18; all by Lyle & Scott at Henri Bendel.



FRANCES MCLAUGHLIN

For shops in other cities see page 86.

a shoe of KID LEATHER
lovely to look at-luxurious to wear
in suede, smooth or crushed finish



Only gentle, pliable Kid Leather could be so daintily tucked and tied. In green or wine Glazed Kid, or black Kid Suede.

Write for name of nearest dealer and booklet, "Kid Leather, Leading Lady of Fashion" to

KID LEATHER GUILD, Dept. V-5, 1270 Broadway, New York, N. Y.





Quiet elegance

for that well-dressed feeling
that reflects inconspicuously the
inherent good taste you demand
in your apparel footwear.
There is a dealer near you.
Tweedie Footwear Corporation
Jefferson City, Missouri



PETER PAN FOUNDATIONS, INC.
312 FIFTH AVE., N.Y. 1 DEPT. V-3
Merry-Go-Round of Canada, 3643 St. Lawrence Blvd., Montreal, Quebec
Want Subtle Curves? Write for FREE booklet,
"YOUR NEW GUIDE TO BUSTLINE BEAUTY."
*U. S. Pat. Pend. T. M. Reg.

SHOE AND BAG ACCENTS



To wear in town and country: a low-heeled shoe made of Scotch grain calf, buttoned once (in leather) at the vamp. A Millerkin. $16. At I. Miller.



Nice for late day: a casual rectangle of black suède in a handbag you might tuck neatly under your arm. By Ronay. $10.50 plus tax. Bonwit Teller.



Traditional opera pump in black velvet, with the added flattery of tear-drop cut-outs on the vamp. A Delmanette. $15. Bergdorf Goodman.



Return of the shoulder bag—news in velveteen. This one—an easy pouch with room for everything. By Ingber. $8 plus tax. From Altman.



The unexpected plaid in a flat-heeled casual shoe with a side-tie of red leather. By Town & Country. About $8. From Bloomingdale's.

For shops in other cities, see page 86

THOUGHTS ON MEXICO

(Continued from page 157)

of worship and (for want of a better word) *style* that has been lacking—in community doses certainly—north of the Rio Grande. But lest anyone think these values (too often identified with the "opium values" of religion) were enough for him, his revolution in 1910 put all in jeopardy—to exalt another value: the passion for human justice.

It is in the value placed on art—or if you prefer, *style*—that the cultural significance of the Bull Fight lies. Man, even in a contest with an enraged beast—and an angry bull is certainly one of nature's more terrifying forces—proves he *is* man by comporting himself with dignity, self-discipline, economy of motion, grace, style. How else is he to show man's contempt for mere brutishness and that the human is infinitely valuable compared to the finite beast? And that the power of the force of the spirit in man is unlimited, compared to the limited spirit of force in the animal. Will the matador kill the bull?—or the bull the matador? That is a related, but not essential question. The bullfighter shows that man can choose not only to die before his time, but lest there be any question about the magnificent, the flabbergasting range of that choice, he can choose the very conditions and manner of his death.

WHICH CAME FIRST THE ARTIST OR THE MAN?

Diego Rivera says, "To be an artist one must first of all be a man." Perhaps to be a man, one must first of all be an artist.

The essential question in the bullfight is at how high a level the matador can maintain his humanity. The more skillfully, and gracefully—and therefore, the more dangerously—he exhibits his God-given private grace in the public act of killing a wild bull, the more human he becomes. The matador's humanity thus redeems the peasant, the labourer, often living so close to the animal level. He redeems them, not in the blood of the bull, but in his free commitment to shed his own blood, rather than vanquish in any other rôle than that of artist.

What comes as a surprise in Mexico is suddenly to discern the influence of ancient Toltec-Aztec Mayan sculpture and art on our modern European artists. A Totonac figure of a frog, in black stone, a lizard trying to swallow its rear end, a grasshopper with all its limbs closely grouped, coiled serpents, stretching birds, baying dogs, smoothly compacted in basalt, economic to the point of being geometric—many of these forms have plainly influenced Brancusi and the "abstract" sculptors.

What does Picasso owe to his study of Diego Rivera's fantastic Tarascan figurines, exhumed from Mexican ruins? The square-toed, monolithic, heavy-legged, squat-bodied, rambled-limbed figures of Tarasca; the narrow-waisted, bulb-breasted, balloon-bottomed, pin-headed, bean-armed ladies, they have possibly inspired Picasso to a style that has affected, and sometimes afflicted, whole battalions of modern European and Mexican artists.

In the germinal culture of Mexico, perhaps we can find a link between Europe's and Asia's past, the tie between the rational materialistic West, and the intuitive and spiritual East, the bridge between the dying civilizations of the Occident and the Orient, and the new world civilization that must follow them.

The nearest country to the U. S., Mexico is more foreign to us than England, France, Sweden, or Russia, or even China. And yet Mexico offers the sensitive American an important vision: the vision of the conditions of emotional and psychological one-worldness without which we cannot find international peace and unity. Civilization is succumbing of the wounds of disunity, the terrible failure to compromise and to integrate the insights of Buddhistic Asia, Marxian Russia, Catholic Europe, and Protestant America.

In Mexico, the vital, the important elements—vitamins that each of these tremendous attitudes holds for the human soul, the spiritual vitamins—are being somehow combined. That is why the one note mercifully missing from modern Mexican art and culture is *despair*.

A FIRST TRIP TO MEXICO

Footnote: I hope, if you *are* contemplating a first trip to Mexico that your idea of life and culture south of the Border is not (as mine was) based on Grade B American motion pictures, a place where the Mission bells are always ringing. In Mexico, the sad sediment is to be observed, if possible, from a distance. Its study should be left to journalists and sociologists. It is not to be sampled and confused with the fullbodied wine of a culture; in Mexico it's a rich wine.

The intelligent and sophisticated tourist, Mexico-bound, will do well to fortify himself with Anita Brenner's comprehensive and witty compendium of *all* the important tourist facts about "Your Mexican Holiday," and not rely entirely on his own "first impression," or on the brilliant, but stenographic travel pamphlets. The book for those interested in the political paradoxes of Mexico is Frank Tannenbaum's *Mexico: The Struggle for Peace and Bread*.

The tourist will do best to read the startlingly provocative and revealing chapter on Mexico, in Professor F. S. C. Northrop's *Meeting of East and West*. It was this chapter, incidentally, which first aroused in me a desire to visit Mexico, and first caused me to doubt that Grade B movie idea I had of our neighbours to the south.

And now a final confession: I spent only eight days in Mexico. It was said of Napoleon that his tragedy was that he tried to do too much—and did it. This article is the proof that *I* did, too.

Menswear Doeskin,
distinguished choice of
women who prefer the best.
Exquisitely hand tailored
... superbly casual.
Navy, red, dark green, brown.
Sizes 10 to 20

Jacket ... **$39.95**
Checked skirt ... **$19.75**
Vest ... **$16.95**

In fine stores, or write



C. Rossen
OF CALIFORNIA
308 East Ninth Street, Los Angeles 15, California

HEAD FIRST
Imported kitten-soft velour... a twinkling rhinestone in the cuff... a veil that ties in a back-bow for the most flattering headline for Fall. In luscious colors. About $8.00
At all fine stores or write
BETMAR HATS, INC.
1 W. 39 St.
New York 18, N. Y.



Hudson Nylons
have everything you want

strong double tops
vere-thin straight seams
safe run-stop line
non-slip tailored heels
long-wearing reinforcements

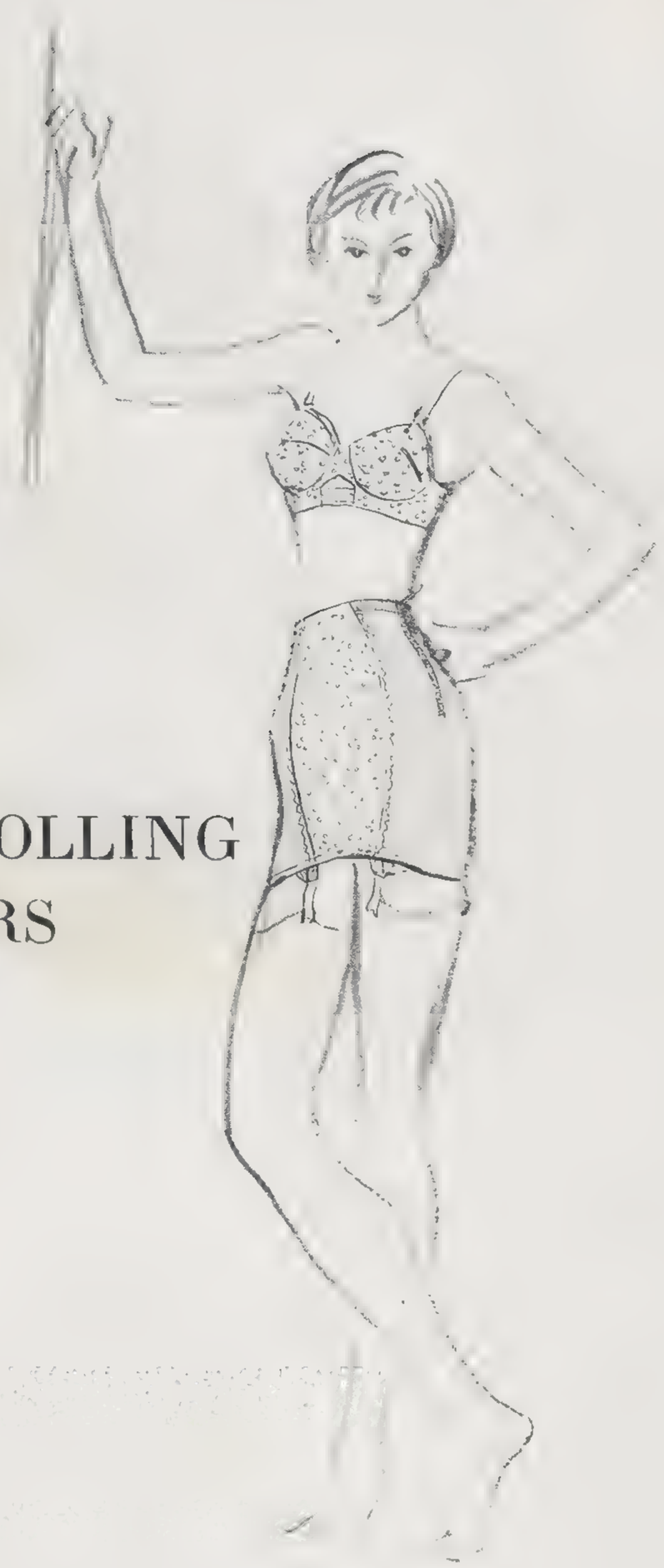
+ { heavenly shades
excellent fit
long wear
unbeatable quality
protective envelopes
sizes 8½ to 11½
measured lengths 28" to 35"

15 denier, 51 gauge — $1.35 • 15 denier, 60 gauge — $1.50

other full-fashioned and no-seam styles — $1.00 to $1.50

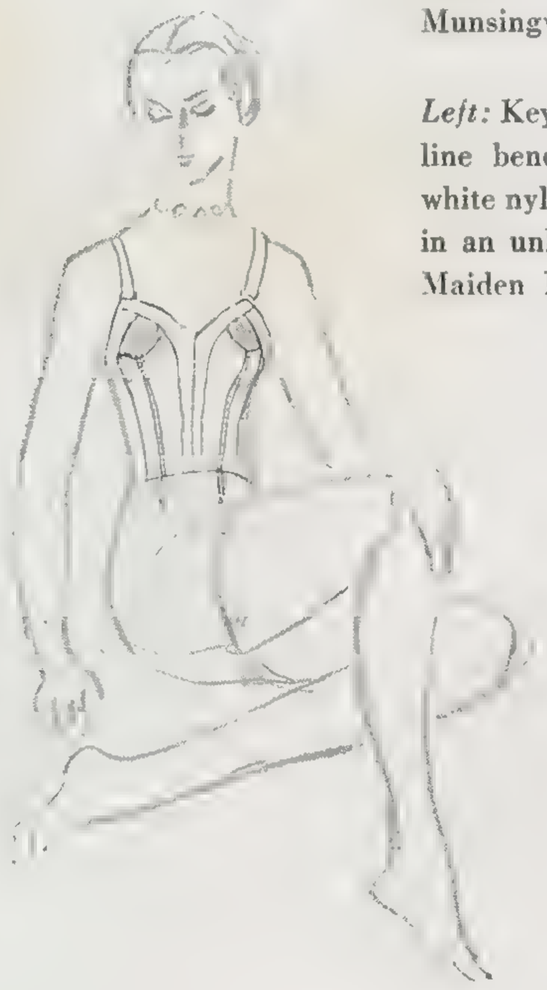
HUDSON HOSIERY COMPANY, 4110 EMPIRE STATE BLDG., NEW YORK 1, N. Y.





NEW CONTROLLING FACTORS

Above: Light under-coverage for a young figure: brassière and girdle of white eyelet cotton batiste. The brassière, $2.50. Girdle (with panels of nylon woven with Lastex; a Talon zipper), $6. Both by Munsingwear. At Woodward & Lothrop.



Left: Key to a smooth bodice: a smoothing line beneath. Here, a long brassière of white nylon taffeta to fasten down securely in an unbroken line over your girdle. By Maiden Form, $4. From Bloomingdale's.

SO EASY TO SEE...

You'll never have any trouble finding these Loungerettes, for tiny "tear drops" show light in the darkness. In all shades of capeskin, with cushioned insole. On sale by good stores everywhere.

Loungerette by SWAN

Slippers by SWAN

SMART INDOOR FOOTWEAR THAT FITS LIKE A GLOVE

Which School Shall it Be?

Consult Vogue's School Directory, pages 90 and 91, or if we can help you, just fill in and mail this coupon.

Name_____

Address_____

Son_____ Daughter_____ Age_____

Type of school preferred_____

Location_____ Approximate tuition_____

Proposed entrance date_____

VOGUE'S SCHOOL BUREAU

420 LEXINGTON AVENUE, NEW YORK 17, N. Y.



Above: Light control for slim figures: pantie girdle of white nylon tissue net, doubled across the front, for more control. By Munsingwear, $6. Lord & Taylor; Woodward & Lothrop.

Right: Brassière and girdle, the latter of white elasticized nylon with panels of nylon tissue taffeta; Talon zipper; $15. Brassière of nylon tissue taffeta, $2.50. Both by Warner. Both at McCutcheon's; Hudson's.

Below: Understudy for a straight skirt: built-up girdle of nylon net, elasticized rayon satin panels, $8. Crêpe bra of Du Pont nylon-and-rayon; elastic inserts. $2. Both in white by Flexees; Arnold Constable.





keep leather lovely with

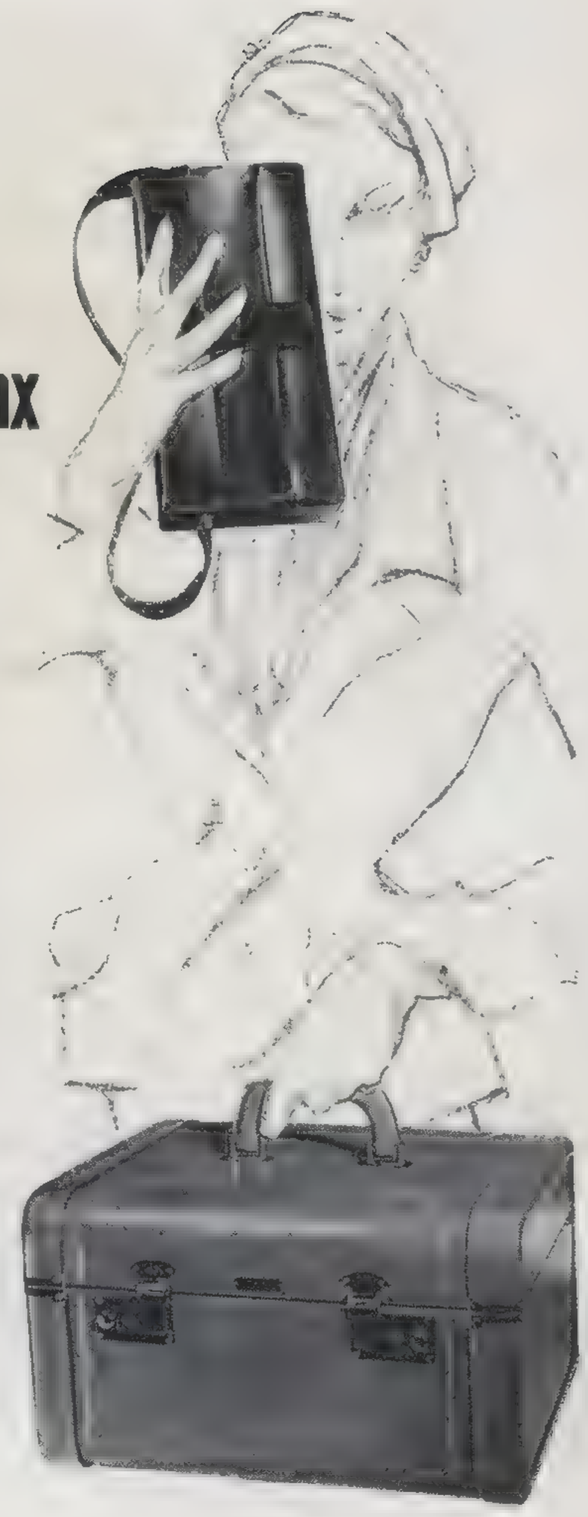
mel-O-wax

Mel-O-Wax beautifies any kind, any colour smooth leather. Unlike ordinary surface polishes, Mel-O-Wax penetrates, makes the leather itself shine with rich, natural lustre. Dainty, non-greasy, simple to use. Mel-O-Wax . . . for 50 years, the finest care leather can have.

½ PINT 50¢ wherever handbags & luggage are sold.

Mel-O-Wax Products, Inc.
Wynnewood, Pa.







GOLD BEADS AT YOUR NECKLINE ARE REAL FASHION NEWS! One of our adjustable chokers . . . matched by drop earrings. Classic replicas of seamless solid gold beads, they're triple gold-plated for long-wearing beauty. *Either uniform or graduated.* Single strand about $3.00. Double strands about $5.00. Triple strands *(as shown)* about $7.50. Earrings about $2.00.

At better stores everywhere. All prices subject to 20% Federal Tax.

Accessocraft
DESIGNERS OF FASHION JEWELRY

389 FIFTH AVE. • NEW YORK 16, N. Y.

VOGUE'S BUYING GUIDE

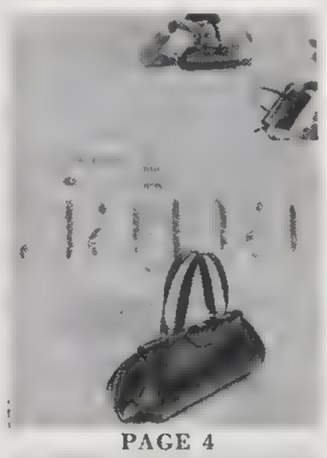
"Vogue's Buying Guide tells you where you can buy the fashion merchandise advertised. Under each illustration is the page number where the merchandise is shown. To find where you can buy it, look up the stores listed in your state or city. The numbers opposite each store indicate the page numbers of the merchandise they carry. Here are 675 stores selected by Vogue in shopping centers in every state. We'd like to list all stores, but space prevents. So if no store is given, write the advertiser to learn where his merchandise can be bought."



2ND COVER



PAGE 2



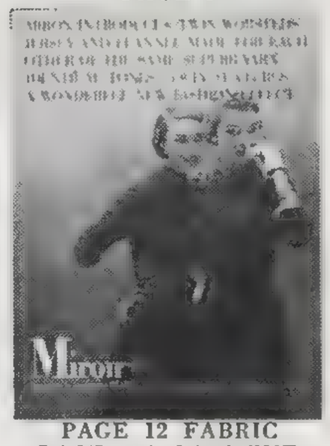
PAGE 4



PAGE 6



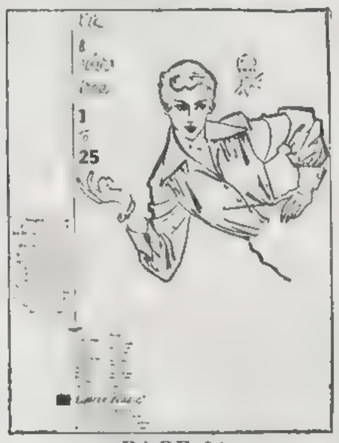
PAGE 10



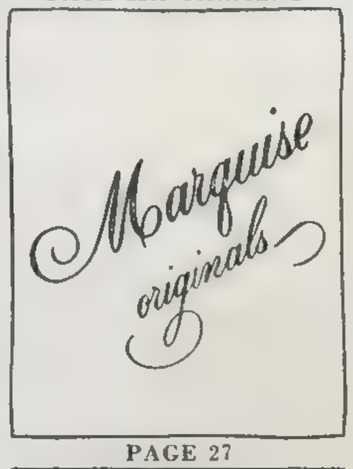
PAGE 12 FABRIC
PAGE 12A GARMENT



PAGE 20



PAGE 26



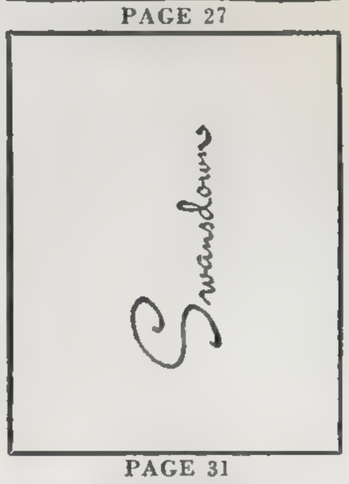
PAGE 27



PAGE 28



PAGE 29



PAGE 31



PAGE 32



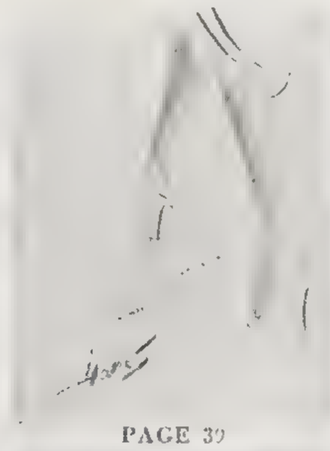
PAGE 34



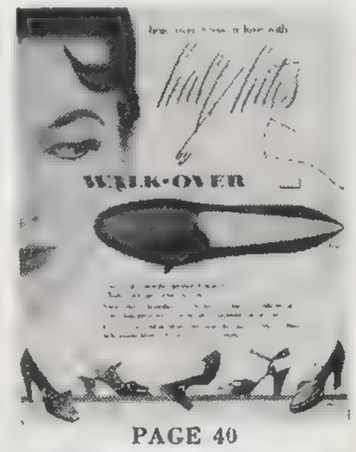
PAGE 38



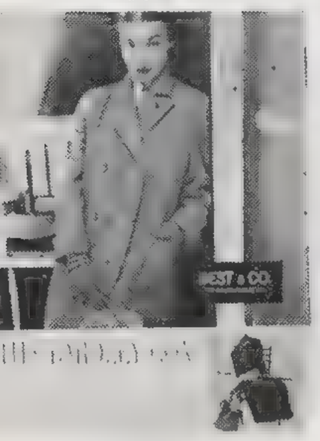
PAGES 36 & 37



PAGE 39



PAGE 40



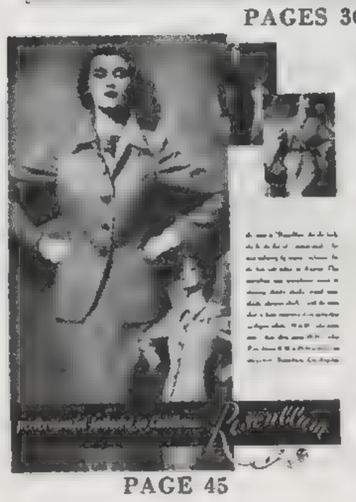
PAGE 41



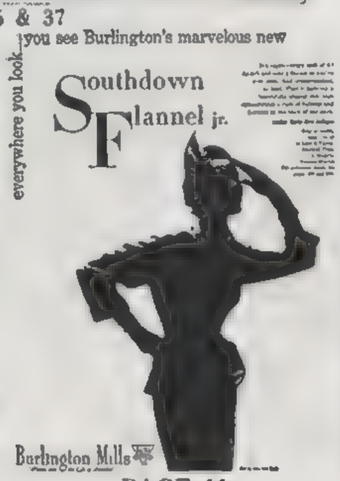
PAGE 43



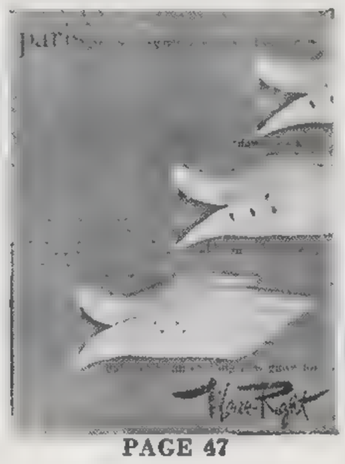
PAGE 44



PAGE 45



PAGE 46



PAGE 47



PAGE 49

ALABAMA

BIRMINGHAM
J. Black Sons, Inc. 4, 12A, 28, 84, 98
Burger-Phillips 12, 12A, 39, 44, 47, 55, 59, 62, 67, 80
Kessler's Apparel 26, 31, 57, 77, 81, 83, 166
Loveman, Joseph & Loeb 4, 36, 44, 57, 63, 68, 71, 80, 81, 83, 98
Louis Pizitz Dry Goods Co. 10, 57, 71, 72, 73, 81
MOBILE L. Hammel 6, 10, 27, 44, 47, 50, 55, 57, 63, 67, 77, 80, 81, 98
C. J. Gayfer & Co. 31, 71, 80
Raphaels 28, 43
MONTGOMERY John Danzieger 26, 50
Montgomery Fair 44, 71
A. Nachman's, Inc. 12, 55, 57, 62, 63, 67, 68, 84, 89

ARIZONA

PHOENIX Goldwater's 2, 4, 32, 39, 43, 44, 45, 50, 55, 57, 63, 67
Korrick's 27, 39, 44, 57, 80, 98, 166, 167
TUCSON Albert Steinfeld & Co. 2nd C, 4, 27, 39, 44, 45, 50, 57, 72, 81, 166
Levy's 4, 43, 44, 45, 57, 58, 81, 83, 98
Diamond's 81, 4th C

ARKANSAS

FORT SMITH
Boston Store 44, 50, 55, 57, 62
LITTLE ROCK Gus Blass Co. 10, 27, 34, 44, 45, 55, 57, 80, 84
The M. M. Cohn Co. 2nd C, 2, 4, 12, 20, 38, 39, 41, 50, 52, 57, 77, 80, 87, 89, 98
Pfeifer's of Arkansas 12A, 28, 29, 31, 39, 44, 57, 63, 69, 71, 81, 83

CALIFORNIA

BAKERSFIELD Malcolm Brock Co. 2, 4, 39, 44, 45, 55, 57, 67, 83
Weill's 31, 45, 57, 80
BERKELEY J. F. Hink & Son 4, 6, 31, 32, 39, 44, 50, 57, 69, 71, 80, 81
Roos Bros. 2, 36, 40, 45, 67, 87, 98
BEVERLY HILLS I. Magnin & Co. 4, 12A, 34, 38, 39, 46, 67, 87, 98
Saks-Fifth Avenue 4, 12A, 29, 41, 49, 59, 80, 89, 98
Robinson's Beverly Hills 2, 44, 57, 80, 87
CORONADO
Town & Country Shop 41, 81
FRESNO Bruckner's 2nd C, 4, 39, 57, 67, 77, 82, 98
Cooper's 12, 39, 44, 69, 89
E. Gottschalk & Co. 4, 10, 27, 39, 44, 57, 72, 81
Rodder's Mademoiselle 4, 29, 32, 45, 59, 87, 98
Roos Brothers 2, 36, 40, 45, 98
GLENDALE
Webb & Co. 31, 57, 89
LONG BEACH Buffum's 2nd C, 2, 4, 12, 39, 41, 45, 57, 63, 64, 67, 68, 69, 71, 73, 80, 81, 83
LOS ANGELES Broadway Dept. Store 4, 20, 26, 36, 39, 44, 45, 57, 69, 80, 81, 98, 4th C
Broadway Crenshaw 4, 20, 36, 39, 44, 45, 57, 69, 80, 81, 98
Bullock's 4, 39, 43, 44, 45, 50, 55, 57, 71, 73, 81, 82, 87, 98, 4th C
Bullock's Wilshire 4, 26, 44, 59, 67, 81, 82, 87, 89, 98
I. Magnin & Co. 2nd C, 4, 12A, 34, 38, 39, 46, 62, 83, 87, 98
The May Company 4, 6, 12, 32, 39, 44, 45, 57, 69, 71, 72, 74, 79, 80, 81, 98
J. W. Robinson 2, 4, 12A, 20, 39, 44, 45, 57, 63, 80, 87
Silverwoods 31, 64
OAKLAND The H. C. Capwell Co. 4, 12, 39, 44, 45, 50, 55, 57, 69, 71, 72, 74, 80, 81, 4th C
Lindburg's 2nd C, 59
I. Magnin & Co. 4, 12A, 34, 38, 39, 46, 87, 89, 98
Joseph Magnin 32, 49, 67, 82, 83, 98
PASADENA Broadway 20, 36, 39, 44, 45, 57, 69, 80, 81, 98
Bullock's Pasadena 4, 39, 43, 44, 45, 59, 62, 67, 74, 80, 81, 82, 87, 98
I. Magnin & Co. 2nd C, 4, 12A, 34, 38, 47, 89, 98
T. W. Mather Co., Inc. 55, 84
SACRAMENTO Bon Marche 2nd C, 4, 12A, 29, 37, 57, 58, 57, 67, 80, 98
Joseph Magnin [illegible] 9, 32, 87, 98
Ross Bros. 2, 36, 70, 75, 87, 98
Weinstock, Lubin & Co. 4, 6, 2, 20, 29, 44, 45, 57, 73, 74, 80, 81, 98
SAN BERNARDINO
The Harris Company 2nd C, 4, 20, 36, 39, 44, 50, 55, 57, 58, 59, 67, 69, 72, 74, 83, 87, 98
SAN DIEGO The Marston Co. 2nd C, 2, 20, 31, 32, 43, 44, 45, 57, 63, 67, 68, 69, 72, 73, 80, 81, 82, 83, 98
SAN FRANCISCO
City of Paris Dry Goods Co. 4, 20, 45, 57, 80, 83, 98
The Emporium 4, 39, 44, 45, 57, 69, 71, 72, 73, 80, 81, 98
H. Liebes & Co. 4, 31, 57, 63, 67, 77, 82, 98
Macy's San Francisco 4, 10, 12, 44, 57, 80, 81, 98
I. Magnin & Co. 2nd C, 4, 12A, 34, 38, 39, 46, 62, 83, 87, 89, 98
Joseph Magnin 32, 49, 82, 83, 98
Ransohoff's 4, 36, 39, 59, 83, 87, 98
Roos Bros. 2, 41, 45, 74, 87, 98
The White House 4, 39, 41, 44, 45, 50, 55, 57, 74, 80, 83, 87, 96, 98
SAN JOSE
Appleton's 1, 31, 34, 57, 67, 98
Blum's 55, 57, 80, 81
L. Bart & Son Co. 6, 39, 57, 71, 72
SANTA BARBARA I. Magnin & Co. 2nd C, 4, 12A, 34, 38, 87, 89, 98
Penninger's 2, 28, 44, 57, 67, 83
Lou Rose 4, 57, 98
STOCKTON
The Brown House 80
Smith & Lang 4, 39, 44
Katten & Marengo 20, 31, 45, 67, 69, 71
The Wonder 4, 55, 63

COLORADO

COLORADO SPRINGS
Giddings 4, 39, 44, 55, 57, 69, 72, 98, 167
Montaldo 2nd C, 4, 29, 67, 77
Kaufman's 2nd C, 4, 31, 57, 80, 83
DENVER Daniels & Fisher 2, 4, 20, 39, 43, 44, 45, 63, 69, 81, 89
Gano Downs 31, 80
The May Company 39, 57, 62, 68, 71, 74, 80, 81, 98, 166, 4th C
Montaldo's 2nd C, 4, 12A, 29, 49, 52, 67, 77
Neusteter's 4, 26, 39, 45, 57, 64, 74, 87
Denver Dry Goods 12, 12A, 36, 40, 44, 55, 57, 69, 74, 98
PUEBLO Crews-Beggs Dry Goods Co. 39, 44, 57, 67, 69, 71
Day-Jones Company 39, 50, 63, 72, 83, 166, 167

CONNECTICUT

BRIDGEPORT
The Howland Dry Goods Co. 32, 57, 69
The D. M. Read Co. 2, 10, 20, 29, 31, 39, 44, 57, 62, 67, 81, 87, 98
GREENWICH
D. W. Rogers Co. 44, 67, 81
Franklin Simon 4, 36, 39, 57, 81, 98
HARTFORD
G. Fox & Co. 2, 4, 6, 12, 12A, 39, 44, 57, 62, 74, 80, 81, 87, 98
Sage-Allen & Co. 6, 29, 31, 36, 44, 47, 50, 55, 57, 67, 71, 72, 77, 81, 93
A. Steiger & Co. 50, 79
Brown-Thomas, Inc. 20, 40, 47
NEW BRITAIN
Davidson & Leventhal 4, 44, 67
NEW HAVEN
Hamilton & Co. 4, 10, 50, 62, 67, 79
The Edward Malley Co. 2, 20, 31, 39, 44, 55, 57, 64, 80
STAMFORD
C. O. Miller Co. 20, 29, 44, 67, 71
The French Shop 49, 59
Mantell & Martin 31, 80
Donna Henry, Inc. 12A, 52, 84
WATERBURY
Forester Inc. 29, 52, 61, 67, 93
Howland-Hughes Co. 44, 57
Miller & Peck Co. 20, 77

DELAWARE

WILMINGTON
Crosby & Hill 39, 44
Bird-Speakman, Inc. 2nd C, 4, 36, 39, 49, 59, 67, 89, 98
Kennard, Pyle Co. 6, 31, 39, 57, 58, 71, 72, 81
Braunstein's 39, 55, 77, 84

DISTRICT OF COLUMBIA

Julius Garfinckel & Co. 2, 4, 12A, 34, 36, 39, 45, 49, 57, 69, 79, 80, 87, 89
The Hecht Company 6, 14, 45, 57, 80, 87, 93, 98, 4th C
Frank R. Jelleff 26, 47, 55, 57, 58, 61, 62, 64, 80, 81, 98
Woodward & Lothrop 10, 12, 29, 39, 44, 47, 50, 52, 57, 59, 69, 71, 72, 74, 80, 81, 87, 93, 98
Lansburgh's 6, 31, 32, 45, 57, 80, 83
Raleigh Haberdasher, Inc. 2nd C, 43, 63, 74, 77, 84

FLORIDA

DAYTONA BEACH
Yowell-Drew-Ivey Co. 4, 12, 39, 44, 45, 50, 57, 62, 63, 67, 98
FORT LAUDERDALE Burdine's 4, 6, 39, 44, 45, 55, 57, 59, 62, 80, 81, 98
JACKSONVILLE Cohen Bros. 39, 55, 57, 62, 63, 71, 73, 80
Furchgott's 2nd C, 2, 6, 12A, 26, 27, 29, 34, 39, 44, 57, 67, 81, 87, 93, 98
Levy's 4, 31, 45, 49, 57, 80
MIAMI Burdine's 4, 6, 12, 12A, 20, 38, 39, 44, 45, 50, 55, 57, 59, 62, 63, 71, 80, 81, 98
Hartley's 2, 31, 57, 68, 81, 93, 98
Richard's Store 6, 44, 57, 81, 98
ORLANDO Dickson & Ives 4, 20, 34, 39, 44, 55, 57, 61, 62, 71, 77
Yowell-Drew-Ivey 4, 6, 12, 31, 39, 44, 45, 50, 57, 59, 63
SARASOTA
The Sport Shop 55
ST. PETERSBURG
Maas Bros. 39, 45, 57, 81, 89
Rutland Bros. 31, 44, 62
Wilson-Chase Co. 10, 44, 72
TAMPA O. Falk's Dept. Store 32, 44, 57, 62, 81, 93
Maas Brothers 39, 44, 45, 55, 57, 63, 71, 80, 81, 4th C
WEST PALM BEACH
Anthony 57, 81, 87, 98
Burdine's 4, 6, 20, 39, 44, 45, 55, 62, 80, 81, 98

GEORGIA

ATLANTA
J. P. Allen & Co. 2nd C, 4, 6, 47, 57, 63, 71, 80, 87, 89, 98
Davison's 2, 4, 6, 12A, 31, 32, 39, 43, 44, 47, 50, 57, 67, 81, 98
Rich's Inc. 4, 10, 12, 12A, 29, 39, 44, 45, 49, 50, 55, 57, 59, 62, 68, 71, 73, 77, 80, 81, 87, 98
Franklin Simon 4, 39, 57, 98
AUGUSTA Cullum's 2nd C, 4, 20, 34, 39, 40, 49, 57, 61, 62, 87, 98
Davison's 2, 4, 6, 32, 39, 43, 44, 50, 57, 81, 98
COLUMBUS
Davison-Paxon Co. 2, 4, 6, 32, 34, 38, 39, 43, 44, 57, 80, 81, 98
J. A. Kirven 2nd C, 29, 39, 57, 58, 59, 71, 98
Kiralfy's 4, 31, 39, 55, 57, 83
MACON
Burden, Smith & Co. 39, 55, 57, 72
Davison-Paxon Co. 2, 4, 6, 29, 31, 39, 44, 50, 57, 63, 80, 81, 98
SAVANNAH
Leopold Adler 44, 50, 55, 57, 71, 81
Levy's of Savannah 39, 44, 57, 80, 89, 98

IDAHO

BOISE
Falk Mercantile Co. 40, 43, 44, 57, 71
The Mode 4, 44, 45, 55, 67, 72, 80, 98

ILLINOIS

AURORA
Leitz & Grometer 39, 69, 71
S. S. Sencenbaugh 2, 55
BLOOMINGTON W. H. Roland Co. 2, 10, 31, 39, 55, 57, 72, 83
CHAMPAIGN W. Lewis & Co. 2, 4, 20, 39, 44, 45, 50, 57, 69, 80, 81
CHICAGO
Blum's Vogue 4, 39, 98
Carson Pirie Scott 2nd C, 4, 12A, 32, 34, 44, 45, 47, 57, 63, 64, 71, 72, 74, 80, 81, 83, 98, 166, 4th C
Marshall Field & Co. 2nd C, 2, 4, 12, 12A, 26, 38, 39, 44, 45, 47, 52, 57, 62, 68, 69, 74, 80, 81, 87, 89, 98, 4th C
Mandel Bros. 4, 31, 39, 44, 55, 57, 71, 80, 81
Saks-Fifth Avenue 4, 12A, 29, 59, 89, 98
Charles A. Stevens & Co. 44, 45, 47, 49, 50, 57, 77, 81, 98
Martha Weathered Shops 36, 39
The Fair 10, 47
DANVILLE
Block & Kuhl Co. 26, 39, 44, 57, 98
Meis Bros. 10, 29, 31, 55, 57, 63, 80



PAGE 50



PAGE 52



PAGE 55



PAGE 57



PAGE 58



PAGE 59



PAGE 61

DECATUR Block & Kuhl Co. 26, 27, 39, 44, 55, 57, 81, 98
Linn & Scruggs Co. 4, 20, 31, 39, 44, 57, 63, 69, 71, 81, 166
Semmel's 41, 50, 52, 77, 87
ELGIN Block & Kuhl Co. 26, 39, 44, 57, 81, 98
Joseph Spiess 2, 10, 20, 31, 55, 57, 62, 80
EVANSTON
Marshall Field & Co. 2, 4, 39, 44, 45, 57, 62, 68, 80, 81, 87, 98
Lord's 4, 10, 31, 39, 44, 47, 57, 69, 72, 81, 98
HIGHLAND PARK
Peggy Gordon Shop 12A
OAK PARK Bramson's 2nd C, 4, 49, 57, 63, 77, 80, 81, 82
Gilmore Bros. 55, 64
PEORIA
Block & Kuhl Co. 4, 20, 26, 39, 44, 57, 59, 71, 81
P. A. Berger Co. 2, 55
ROCKFORD
Block & Kuhl Co. 4, 26, 39, 44, 55, 57
D. J. Stewart Co. 2, 4, 31, 44, 44, 68, 69, 71, 72
SPRINGFIELD The John Bressmer Co. 2nd C, 4, 29, 44, 61, 69
Myers Bros. 2, 4, 12, 12A, 32, 39, 45, 50, 57, 59, 71, 74, 81, 84
WAUKEGAN
Hein's 2nd C, 2, 28, 31, 39, 44, 50, 55, 69, 71, 80, 81, 83, 93
WILMETTE
N. A. Hanna 2nd C, 50
WINNETKA
Elsie Thal Dress Shop 2nd C, 77, 87

INDIANA

ANDERSON
The Town Shoppe 39, 49, 50, 55
EVANSVILLE DeJong's 2nd C, 2, 29, 47, 49, 52, 55, 57, 65, 68, 72, 81, 98
Leo Schear 20, 39, 44, 57, 69, 71
FORT WAYNE
Earl Groth & Co. 45, 57, 69, 83
Hunters Paris 41, 43
Wolf & Dessauer 2, 4, 6, 29, 39, 44, 57, 62, 71, 72, 80, 81, 87, 98
GARY
H. Gordon & Sons 2, 4, 26, 27, 44, 57, 61, 69, 72, 77, 80, 96
Hudson's 4, 31, 50
INDIANAPOLIS
L. S. Ayres & Co. 2nd C, 2, 4, 12A, 39, 41, 44, 47, 50, 55, 57, 58, 59, 61, 68, 72, 74, 80, 81, 87, 98, 98
William H. Block Co. 4, 10, 12, 12A, 20, 29, 31, 34, 36, 38, 39, 41, 47, 52, 57, 62, 63, 71, 80, 83, 87, 98
Lafayette-Loeb's 2, 12A
H. P. Wasson & Co. 4, 6, 12A, 39, 44, 47, 57, 77, 80
MUNCIE Ball Stores 4, 29, 39, 44, 47, 50, 57, 71, 83
SOUTH BEND Ellsworth's 4, 12, 44, 49, 57, 61, 69, 98
Frances Shop 2nd C, 2, 4, 29, 34, 39, 57, 59
George Wyman & Co. 4, 10, 39, 44, 55, 57, 63, 80, 81, 83
TERRE HAUTE
The LaSalle Shop 50, 63
Meis Bros. Co. 27, 31, 38, 44, 45, 47, 55, 57, 80, 83, 89
Root Dry Goods Co. 4, 29, 44, 62, 81

IOWA

CEDAR RAPIDS The Killian Co. 2, 4, 20, 39, 44, 45, 57, 74, 80, 81, 83, 98
DAVENPORT M. L. Parker Co. 2nd C, 39, 44, 50, 57, 72, 81, 83, 98
Petersen-Harned-Von Maur 2, 12, 36, 39, 44, 55, 57, 63, 68, 69, 71, 98
DES MOINES
Norman Cassiday 13, 49, 61, 77, 84
Younker Bros. Co. 2nd C, 2, 6, 10, 12, 26, 29, 34, 39, 43, 44, 45, 55, 57, 62, 63, 69, 71, 72, 74, 80, 81, 89, 93, 98
IOWA CITY
Alden's Strub-Wareham 39, 55
Younker Bros. Co. 2nd C, 2, 4, 39, 44, 45, 55, 57, 80, 81, 93, 98
SIOUX CITY Younker-Davidson 2nd C, 2, 4, 10, 39, 40, 43, 44, 45, 47, 57, 62, 80, 81, 98
T. S. Martin Co. 4, 34, 38, 39, 44, 50, 55, 57, 63, 71, 72, 77, 81, 83

KANSAS

KANSAS CITY
The Leader 31
TOPEKA
Crosby Bros. 2, 4, 20, 26, 39, 43, 44, 45, 50, 55, 62, 69, 72, 73, 98
Pelletier's 27, 29, 39, 57, 71, 80
WICHITA Buck's Inc. 4, 10, 12A, 27, 39, 57, 77, 83, 166, 167
Allen W. Hinkel Co. 4, 44, 45, 57
George Innes Co. 2, 4, 12, 29, 34, 38, 39, 44, 50, 55, 57, 63, 69, 71, 72, 93

KENTUCKY

LEXINGTON
Loom and Needle 29, 52, 64, 82
Wolf Wile Co. 2, 4, 39, 44, 49, 50, 57, 62, 80, 83, 89, 98
Embry & Co. 55, 63
LOUISVILLE Kaufman-Straus 4, 39, 40, 44, 71, 81, 83, 84, 98, 4th C
H. P. Selman & Co. 10, 34, 38, 39, 47, 57, 63, 77, 80, 98
The Stewart Dry Goods Co. 2nd C, 2, 4, 12, 29, 39, 44, 45, 50, 55, 58, 67, 68, 80, 81, 83, 87, 93, 97, 98

LOUISIANA

BATON ROUGE The Dalton Co. 4, 27, 34, 38, 43, 55, 57, 72, 73, 81, 98
Godchaux's 31, 50, 57, 59, 81
Rosenfield Dry Goods Co. 2nd C, 2, 4, 39, 44, 57
NEW ORLEANS
Godchaux's 4, 6, 39, 40, 50, 57, 63, 67, 81
D. H. Holmes Co. 2, 4, 6, 39, 55, 57, 73, 80, 98
Maison Blanche Co. 4, 12, 12A, 62, 71, 81, 83, 84, 98
Gus Mayer Co. 2nd C, 4, 41, 47, 57, 77, 98
The Kreeger Store 36, 50, 52
SHREVEPORT
The Fashion 2nd C, 4, 12A, 57, 98
Goldring's 45, 59, 62, 63
Hearne Dry Goods Co. 31, 50, 61
Rubenstein Bros. 12, 39, 55, 57, 71, 73, 80

MAINE

PORTLAND
Grant, Knowles 31, 55, 57, 71, 79, 80
J. E. Palmer Co. 2nd C, 2, 38, 67
Porteous, Mitchell & Braun 6, 29, 39, 50, 57, 77, 81, 87

MARYLAND

BALTIMORE Hochschild, Kohn & Co. 2, 4, 29, 39, 41, 44, 57, 80, 81, 89, 98
Hutzler Bros. Co. 2nd C, 10, 12, 20, 31, 36, 39, 44, 45, 47, 50, 52, 57, 62, 67, 72, 80, 81, 83, 87, 98
The May Co. 57, 71, 81, 98
O'Neill & Co. 39, 47, 50, 57, 81
Schleisner Co. 4, 32, 47, 57, 77, 81, 98
Stewart & Co. 39, 44, 47, 57, 80, 81, 4th C
HAGERSTOWN Leiter Bros. 29, 39, 55, 57, 62, 67, 72, 77

MASSACHUSETTS

BOSTON
Bonwit Teller 4, 83, 87, 98
William Filene's Sons Co. 2, 4, 45, 57, 68, 71, 72, 79, 80, 81, 87, 98, 166
C. Crawford Hollidge 2nd C, 4, 47, 57, 59, 81, 98
Jays, Inc. 49, 52, 83, 89, 98
Jordan Marsh Co. 4, 6, 10, 12, 20, 26, 29, 34, 36, 39, 45, 57, 63, 67, 77, 79, 80, 81, 84, 87, 98, 4th C
E. T. Slattery Co. 26, 13, 47, 57, 62, 64, 80, 83
R. H. Stearns Co. 4, 44, 55, 57, 79, 81, 98
R. H. White Co. 4, 31, 44, 47, 62, 80, 81, 98
Chandler's 57, 84
FALL RIVER Cherry & Webb 4, 26, 28, 29, 36, 39, 57, 64, 67, 71, 72, 80, 81, 98
R. A. McWhirr Co. 20, 44, 167
HOLYOKE A. Steiger & Co. 29, 39, 44, 57, 67, 81
LOWELL
The Bon Marche 20, 29, 39, 44, 57, 67
LYNN Burrows & Sanborn 20, 29, 39, 44, 57, 67
Goddard Bros. 20, 39, 67
T. W. Rogers 6, 31, 44, 55, 57, 71
NEW BEDFORD New Bedford Dry Goods 29, 50, 57, 67, 71
NORTHAMPTON
Esther Ryan 29, 67
McCallum's 12, 39, 55, 57, 71, 72, 81
PITTSFIELD England Bros. 4, 20, 29, 34, 39, 43, 44, 57, 62, 67, 80, 81
SPRINGFIELD Forbes & Wallace 2nd C, 2, 4, 12A, 26, 29, 44, 50, 55, 57, 59, 67, 72, 77, 81, 98
Albert Steiger Co. 12, 12A, 39, 44, 57, 61, 79, 80, 81
WORCESTER Denholm & McKay Co. 4, 29, 39, 55, 57, 62, 81
William Filene's Sons Co. 4, 39, 45, 57, 80, 81, 98, 166
Richard Healy Co. 2, 26, 31, 41, 57, 64, 67, 79, 80, 87, 98
John C. MacInnes Co. 50, 57, 72
Uhan's 2nd C, 12a, 57, 63, 80, 89

MICHIGAN

ANN ARBOR Goodyear's 2nd C, 20, 29, 39, 41, 44, 55, 69, 80, 83, 89
BATTLE CREEK L. W. Robinson Co. 4, 44, 55, 57, 71, 72
Jacobson's 2, 29
DETROIT Crowley, Milner Co. 4, 39, 44, 47, 57, 80, 81, 98
D. J. Healy Shops 45, 73, 81
Himelhoch Brothers & Co. 4, 12A, 26, 32, 34, 38, 39, 45, 47, 57, 80, 87, 98
J. L. Hudson Co. 2, 4, 6, 12, 12A, 20, 34, 39, 41, 44, 47, 49, 50, 52, 55, 57, 59, 62, 64, 68, 69, 71, 72, 80, 81, 83, 87, 89, 93, 98, 166, 4th C
Ernst Kern Co. 4, 47, 57, 71, 80, 81
Saks-Fifth Avenue 4, 12A, 29, 34, 38, 41, 89, 98
B. Siegel Co. 2nd C, 10, 12A, 26, 34, 38, 47, 57, 77, 84, 89, 98
FLINT
Herbert N. Bush 44, 72
Duckwitz Shop 41, 50
GRAND RAPIDS Herpolsheimer Co. 4, 10, 12A, 20, 44, 57, 71, 80
Paul Steketee & Sons 2, 4, 29, 36, 44, 57, 74, 80, 81, 98
The Strauss Shop 2nd C
The Wurzburg Co. 4, 26, 39, 43, 44, 45, 47, 57, 59, 69, 72, 73, 80, 81, 84, 93, 166
GROSSE POINTE Jacobson's Stores 2, 4, 28, 29, 57, 77, 80
JACKSON The Elaine Shop 32, 57, 81
L. H. Field Co. 2, 4, 44, 69, 71, 80
KALAMAZOO Gilmore Bros. 2nd C, 4, 10, 39, 43, 44, 50, 55, 57, 69, 71, 80, 81
Sally's Clothes Closet 52
LANSING F. N. Arbaugh Co. 44, 57, 71, 72, 80
J. W. Knapp Co. 2, 29, 44, 45, 57, 69, 77, 81
Style Shop 20, 57, 83, 89
MUSKEGON Hardy-Herpolsheimer 2, 10, 43, 44, 45, 57, 62, 69, 71
PONTIAC
Arthur's 27, 47, 57, 71
Waite's 10, 69, 72
SAGINAW William C. Wiechmann Co. 2, 6, 39, 41, 57, 69, 80, 81

MINNESOTA

DULUTH Duluth Glass Block Store 4, 29, 39, 55, 57, 61, 62, 71, 80, 166, 167
Oreck's 2nd C, 4, 12A, 39, 57, 72, 81, 98
E. F. Wahl 2, 12, 39, 80, 87
MINNEAPOLIS The Dayton Co. 2nd C, 2, 4, 12, 12A, 20, 31, 34, 36, 38, 39, 44, 50, 55, 57, 63, 72, 77, 80, 81, 87, 98, 166, 167
L. S. Donaldson Co. 44, 57, 81, 94, 98
Harold 4, 39, 47, 49, 52, 61, 64, 71, 89, 98
Powers Dry Goods Co. 4, 6, 10, 34, 38, 39, 44, 45, 57, 69, 80, 81, 83, 166, 167, 4th C
Maurice Rothschild-Young-Quinlan 4, 29, 34, 39, 57, 59, 80, 98
ROCHESTER
E. A. Knowlton 57, 63, 69
C. F. Massey Co. 4, 34, 39, 50, 55, 57, 61, 71, 80
ST. PAUL Emporium 4, 6, 39, 44, 45, 47, 57, 81, 98, 166, 4th C
Field-Schlick 2nd C, 2, 4, 39, 57, 61, 68, 74, 80, 81, 82, 98, 166, 167
Golden Rule 20, 39, 57, 72, 80, 81, 98
Frank Murphy 29, 41, 52, 59, 63, 87, 89
Schuneman's 4, 6, 10, 31, 34, 38, 39, 45, 57, 62, 71, 77, 80, 81, 98

MISSISSIPPI

JACKSON The Emporium 6, 20, 31, 44, 57, 71, 81, 98
R. E. Kennington Co. 2nd C, 4, 10, 29, 39, 43, 44, 45, 50, 55, 57, 62

MISSOURI

CLAYTON Famous-Barr Co. 4, 12A, 32, 39, 45, 50, 57, 59, 63, 72, 80,



PAGE 62

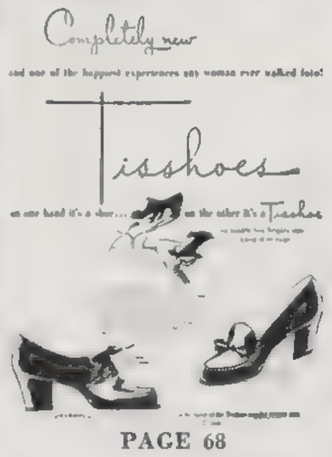


PAGE 63

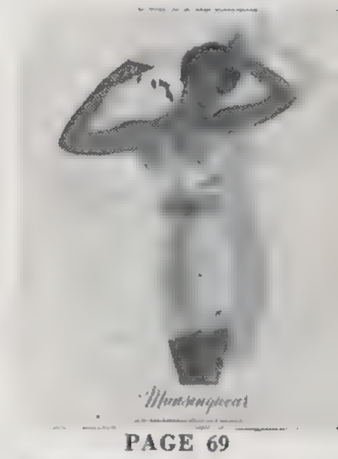


PAGE 64

PAGE 67



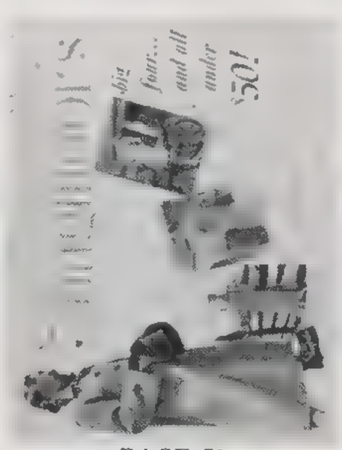
PAGE 68



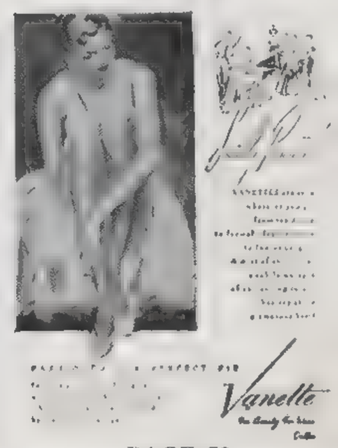
PAGE 69



PAGE 71



PAGE 72



PAGE 73



PAGE 74



PAGE 77



PAGE 79



PAGE 80



PAGE 81



PAGE 82



PAGE 83



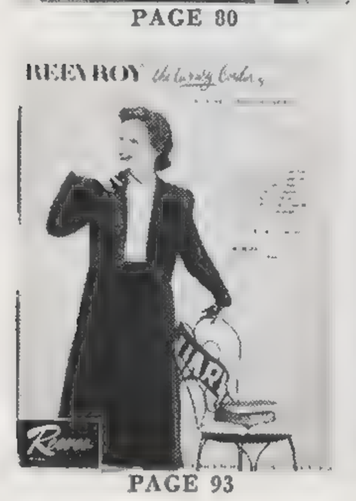
PAGE 84



PAGE 87



PAGE 89



PAGE 93



PAGE 95



PAGE 93



PAGES 166 & 167



4TH COVER

More Buying Guide

VOGUE'S BUYING GUIDE

(Continued from preceding page)

39, 45, 50, 57, 59, 63, 72, 80, 81, 93
COLUMBIA
Parks Dry Goods Co. 32, 39, 61, 71
KANSAS CITY
Chasnoff's 39, 62, 80
Cricket West 34, 38, 46, 47
Emery, Bird, Thayer 2, 4, 12, 31, 39, 44, 55, 57, 69, 72, 80, 81, 4th C
Harzfeld's 2nd C, 4, 12A, 26, 29, 36, 39, 47, 52, 57, 59, 74, 80, 81, 89, 98
Kline's 20, 57, 71
Peck's of Kansas City 4, 10, 47, 57, 80, 81
Macy's of Kansas City 4, 39, 44, 47, 57, 62, 80, 81
Woolf Bros. 4, 12A, 34, 38, 39, 45, 49, 61, 68, 77, 80, 87, 98
ST. JOSEPH Townsend & Wall Co. 2nd C 2, 4, 20, 26, 36, 38, 44, 55, 57, 72
ST. LOUIS Famous-Barr Co. 4, 32, 39, 44, 45, 47, 50, 57, 58, 59, 61, 63, 68, 71, 72, 79, 80, 81, 93, 4th C
Lockhart's 12A, 39, 45, 47, 49, 69, 81, 89
Montaldo's Town House 4, 12A, 39, 52
Scruggs-Vandervoort-Barney 2, 4, 12, 12A, 31, 34, 36, 39, 44, 45, 47, 57, 69, 80, 81
Stix, Baer & Fuller Co. 2nd C, 4, 6, 10, 12A, 20, 38, 39, 44, 47, 55, 57, 62, 80, 81, 83, 166, 4th C
Mindlin's 47, 50
SPRINGFIELD
Heer's 4, 44, 55, 57, 81, 166
Levy-Wolf 2, 43, 44, 57, 62, 80

MONTANA

BILLINGS D. J. Cole Co. 4, 10, 20, 31, 36, 44, 55, 57, 62, 69, 71, 80

NEBRASKA

LINCOLN Gold & Co. 2, 6, 29, 39, 43, 44, 57, 71, 72, 73, 80, 81, 98, 166
Hovland-Swanson Co. 2nd C, 4, 39, 57, 62, 63, 68, 81, 87, 93, 98
Magee's 6, 10, 31, 32, 43, 55, 57
Miller & Paine 12, 20, 34, 36, 38, 39, 44, 45, 50, 59, 61, 67, 69, 77, 4th C
OMAHA The Aquila 4, 57, 61, 84, 77, 87, 98
J. L. Brandeis & Sons 4, 10, 39, 44, 45, 50, 57, 59, 62, 69, 71, 72, 73, 80, 81, 87, 98
Herzberg's 4, 6, 31, 32, 36, 44, 55, 57, 63
Thomas Kilpatrick & Co. 2, 4, 29, 39, 41, 44, 45, 74, 89, 96, 166, 167
Carman's 27, 28

NEVADA

RENO Gray, Reid, Wright 44, 50, 55, 74, 80
Joseph Magnin 32, 49, 67, 83

NEW HAMPSHIRE

MANCHESTER
James W. Hill Co. 44, 57, 67, 72
Leavitt Stores 32, 55, 57, 71

NEW JERSEY

ATLANTIC CITY M. E. Blatt Co. 2, 4, 36, 39, 44, 47, 57, 67, 72, 77, 93
EAST ORANGE R. H. Muir 2, 4, 34, 38, 39, 43, 44, 57, 67, 77, 81
Doop's 12A, 52
ELIZABETH R. J. Goerke Co. 6, 10, 20, 29, 31, 32, 40, 45, 57, 71, 81, 98
Levy Bros. 2nd C, 2, 12A, 39, 44, 57, 67, 72, 81, 98
ENGLEWOOD
The Brooke Shop 57
MORRISTOWN Bamberger 4, 44, 57, 80, 81, 87, 98
Crane 55, 71
NEWARK L. Bamberger & Co. 2nd C, 4, 31, 44, 57, 80, 81, 87, 89, 98
Hahne & Company 4, 20, 38, 39, 52, 57, 59, 61, 62, 67, 69, 72, 74, 77, 81, 98
Kresge-Newark 2, 4, 10, 29, 39, 41, 57, 58, 71, 81, 98
PASSAIC
J. Abbott & Son 71
Wechsler's 2, 6
PATERSON
Meyer Bros. 4, 6, 39, 44, 55, 71, 72, 84
Quackenbush Co. 10, 20, 29, 57, 67
PLAINFIELD Tepper Brothers 2nd C, 2, 4, 12, 41, 55, 57, 67, 72, 77, 81, 96, 98
SUMMIT
Lillian O'Grady 67
TRENTON Nevius-Voorhees Co. 2nd C, 4, 20, 31, 44, 55, 57, 67, 71, 72, 81
Swern & Co. 39, 44, 57
S. P. Dunham Co. 6, 39

NEW MEXICO

ALBUQUERQUE
Hinkel's 2nd C, 4, 20, 44, 57
Kistler-Collister 10, 31, 43, 44, 55, 57

NEW YORK

ALBANY Fiah's 2, 4, 24, 34, 39, 50, 57, 63, 68, 80, 81, 87, 98
Honigsbaum's 2nd C, 34, 38, 41, 45, 59, 67, 80, 89, 98
John G. Myers Co. 39, 44, 57, 72, 74, 81
W. E. Walsh & Sons 49
W. M. Whitney & Co. 20, 29, 47, 57, 62, 81, 98
BINGHAMTON Fowler, Dick & Walker 20, 39, 44, 55, 57, 77, 81, 98
Hills, McLean & Haskins 2nd C, 29, 31, 57, 61, 67, 71, 84
Sisson Bros. Welden Co. 4, 10, 40, 52, 57, 72, 81, 96
BROOKLYN Abraham & Straus 2, 4, 10, 12A, 29, 39, 44, 57, 59, 63, 69, 71, 72, 80, 81, 98
Frederick Loeser 20, 39, 44, 45, 57, 69, 80, 81, 98, 4th C
Martins of Brooklyn 83, 84
BUFFALO J. N. Adam & Co. 32, 36, 39, 44, 47, 57, 69, 72, 73, 74, 77, 80, 81, 93, 98
Adam, Meldrum & Anderson 20, 39, 40, 44, 45, 47, 57, 73, 81, 83, 93, 4th C
L. L. Berger 2nd C, 4, 26, 29, 38, 39, 47, 57, 62, 69, 74, 80, 81, 87, 98
The Buffalo Jenny Co. 4, 26, 57
Flint & Kent 4, 39, 41, 47, 57, 58, 74, 79, 80, 89
The William Hengerer Co. 2, 4, 12, 12A, 39, 44, 55, 57, 59, 63, 64, 67, 71, 80, 81, 87, 96, 98
Oppenheim & Collins 10, 31
ELMIRA The Gorton Coy 2nd C, 2, 4, 20, 26, 39, 41, 57, 62, 67, 77, 80, 81, 96
S. F. Iszard Co. 29, 39, 40, 57, 81
Sheehan, Dean & Co. 44
ITHACA Rothschild Bros. 4, 31, 39, 67, 71, 72, 80, 81
NEW ROCHELLE
Roselle Sportswear 2nd C, 31
NEW YORK B. Altman & Co. 4, 20, 31, 45, 57, 69, 74, 80, 81, 87
Arnold Constable & Co. 4, 45, 57, 81, 98
Bergdorf Goodman Co. 4, 36, 39, 98
Henri Bendel, Inc. 4, 89, 98
Best & Company 4, 34, 37, 38, 39, 57, 69, 79, 98
Bloomingdale's 4, 26, 55, 57, 64, 71, 72, 74, 80, 81, 83, 98, 4th C
Bonwit Teller 4, 12A, 39, 68, 77, 80, 87, 98
Hattie Carnegie 39
A. DePinna Co. 4, 12A, 39, 98
Gimbel Bros. 39, 47, 57, 80, 81, 83, 98
Gunther-Jaeckel 12A, 39
Jay Thorpe 4, 39, 81, 98
Lane Bryant 57, 98
Lord & Taylor 2nd C, 2, 4, 6, 12, 12A, 38, 39, 46, 52, 57, 62, 67, 69, 74, 80, 81, 82, 83, 98
Macy's 4, 44, 80, 82, 98
James McCreery 4, 39, 57, 72, 80, 83, 98
James McCutcheon 98
I. Milgrim & Bros. 39, 98
Peck & Peck 34, 38, 80, 98
Russeks-Fifth Avenue 32, 39, 57
Saks Fifth Avenue 4, 6, 12A, 29, 34, 38, 49, 59, 80, 81, 82, 98
Franklin Simon 4, 39, 47, 57, 63, 81, 98
Stern Bros. 6, 10, 20, 39, 44, 57, 80
The Tailored Woman 4, 39, 98
John Wanamaker 4, 6, 39, 57, 81, 84, 98
Oppenheim Collins 10, 47
NIAGARA FALLS
Jenss Bros. 31, 39, 44, 69, 71, 80, 81
J. N. Adams 2, 29, 39, 57, 67, 69, 72, 73, 80, 81, 98
POUGHKEEPSIE Luckey, Platt & Co. 2nd C, 2, 4, 29, 39, 44, 45, 57, 67, 72, 81, 98
ROCHESTER B. Forman Co. 2nd C, 4, 6, 34, 47, 57, 59, 62, 63, 68, 80, 81, 83, 87, 98
McCurdy & Co. 4, 6, 20, 29, 39, 47, 57, 67, 69, 71, 80, 81, 98
Sibley, Lindsay & Curr Co. 2, 4, 6, 12, 31, 36, 39, 44, 45, 57, 72, 74, 80, 81
SCHENECTADY H. S. Barney Co. 29, 39, 44, 45, 50, 57, 67
The Wallace Co. 2nd C, 4, 6, 10, 26, 39, 57, 62, 71, 98
The Imperial 52, 84
SYRACUSE The Addis Co. 4, 12A, 26, 31, 39, 45, 57, 59, 62, 69, 74, 81, 83, 87, 98
C. E. Chappell & Sons 10, 12, 39, 44, 47, 55, 57, 80, 81, 93, 96
Dey Bros. & Co. 20, 29, 39, 57, 71, 72, 80, 81
E. W. Edwards 57, 81
Fiah & Co. 2nd C, 2, 4, 12A, 34, 50, 57, 63, 67, 68, 80, 81, 89, 98
TROY Frear's 10, 20, 39, 44, 55, 57, 67, 71
W. P. Herbert & Co. 28, 83
UTICA Doyle-Knower Co. 2nd C, 2, 29, 31, 39, 55, 57, 67, 80, 93
J. B. Wells & Son Co. 44, 81, 87, 98

NORTH CAROLINA

ASHEVILLE Bon Marche 10, 31, 32, 39, 44, 55, 57, 77, 80, 98
Ivey's 2nd C, 4, 12, 39, 44, 50, 98
Jean West Shop 20, 36
CHARLOTTE Belk Bros. 4, 10, 26, 29, 39, 44, 77, 98
J. B. Ivey & Co. 2nd C, 2, 4, 6, 12, 20, 39, 50, 55, 57, 61, 63, 67, 71, 80, 81, 98, 4th C
Montaldo's 2nd C, 4, 36, 39, 49, 52, 89
Purcell's 31, 57, 84
DURHAM R. L. Baldwin Co. 2nd C, 4, 34, 38, 39, 40, 62, 98
Ellis Stone & Co. 4, 12, 20, 26, 31, 39, 44, 50, 55, 57, 61, 63, 98
GREENSBORO Ellis Stone & Co. 4, 20, 39, 41, 44, 57, 67
Meyer's Dept. Store 50, 55, 63
Montaldo's 2nd C, 4, 20, 36, 49, 52
RALEIGH Boylan-Pearce 4, 57, 71
Ivey-Taylor Co. 39, 44, 49, 50, 55, 57, 63, 67, 81, 96, 98
Ellisberg's 31, 84
WINSTON-SALEM Ideal Dry Goods Co. 34, 38, 39, 50
Montaldo's 2nd C, 4, 12A, 36, 39, 49, 52, 77, 81
Sosnik's-Thalheimer's 2, 4, 12A, 39, 57, 67, 80

NORTH DAKOTA

FARGO O. J. de Lendrecie Co. 2, 4, 40, 44, 57, 63
Rose Shop 2nd C, 4
GRAND FORKS R. B. Griffith Co. 32, 44, 62

OHIO

AKRON The M. O'Neil Co. 2, 4, 32, 44, 45, 47, 71, 72, 77, 80, 81, 93
The A. Polsky Co. 2nd C, 4, 10, 20, 29, 36, 39, 41, 55, 57, 63, 74, 81, 98
CANTON The Halle Bros. Co. 32, 36, 39, 44, 47, 57, 80, 81, 96
The Stern & Mann Co. 2, 26, 39, 55, 57, 61, 71, 72, 80, 81, 83, 87, 89
CINCINNATI The Gidding Co. 4, 47, 57, 59, 63, 98
Jenny 2nd C, 4, 34, 36, 39, 43, 98
Mabley & Carew 4, 10, 29, 39, 47, 50, 52, 55, 57, 74, 77, 80, 81, 87
H. & S. Pogue Co. 4, 6, 31, 44, 47, 57, 74, 80, 81, 87, 98
The John Shillito Co. 2, 4, 6, 12, 12A, 32, 39, 44, 45, 47, 57, 62, 71, 72, 80, 81, 84, 89, 98
CLEVELAND Halle Bros. Co. 2, 4, 12, 29, 36, 39, 44, 47, 50, 55, 57, 63, 74, 81, 87, 89, 9[illegible]
Higbee Co. 2nd C, 4, 6, 20, 39, 43, 45, 47, 49, 57, 77, 80, 81, 83, 84, 98, 4th C
Lindner-Davis 4, 34, 38, 39, 47, 52, 57, 59, 62, 80, 81, 83, 87, 98
The May Co. 4, 6, 26, 39, 44, 47, 57, 71, 73, 79, 80, 81, 93, 4th C
William Taylor & Son 4, 6, 10, 31, 32, 39, 57, 72, 80, 81, 93, 4th C
COLUMBUS F. & R. Lazarus 2, 2nd C, 4, 12, 26, 32, 39, 44, 45, 55, 57, 59, 62, 71, 72, 80, 81, 84, 87, 98, 166, 4th C
Montaldo's 2nd C, 4, 12A, 36, 49, 52
Morehouse-Martens 20, 39, 57, 80
DAYTON The Elder & Johnston Co. 4, 12A, 31, 57, 62, 71, 72, 80, 81
Billy Lewis 29, 82, 89
The Rike-Kumler Co. 2nd C, 2, 10, 12, 20, 34, 44, 55, 57, 59, 63, 68, 79, 81, 87, 98, 166, 4th C
LAKEWOOD
Bailey Dept. Stores 81
LIMA B. T. Gregg 39, 44, 55, 63, 71, 72, 166
Gus Holstine Dry Goods 39, 50, 81
MANSFIELD
H. L. Reed 71, 72, 81, 83, 93
SPRINGFIELD Edward Wren Store 44, 47, 50, 55, 57, 63, 71, 72, 77, 81
TOLEDO The Lamson Bros. Co. 4, 10, 27, 31, 39, 43, 50, 57, 69, 71, 72
LaSalle & Koch Co. 2, 4, 29, 39, 44, 52, 55, 57, 62, 80, 81, 83, 98
The Lion 36, 39, 40
YOUNGSTOWN G. M. McKelvey Co. 6, 36, 39, 57, 80, 98
Strouss-Hirshberg Co. 2nd C, 4, 39, 44, 45, 57, 63, 68, 71, 80, 81, 83, 87, 98

OKLAHOMA

OKLAHOMA CITY John A. Brown Co. 31, 36, 39, 50, 55, 57, 73, 74, 80, 81
Halliburton's 26, 39, 44, 57, 69, 72, 80, 81, 98
Kerr's Inc. 2, 4, 12, 20, 29, 39, 44, 45, 47, 57, 61, 67, 71, 77, 80, 83, 93, 98, 4th C
TULSA Brown-Dunkin Co. 4, 36, 39, 50, 55, 57, 71, 80, 81, 93
Seidenbach's 2nd C, 2, 4, 29, 59, 67, 74, 81, 98
Vandever's 20, 31, 44, 45, 57, 63, 69, 80, 81, 98

OREGON

EUGENE Miller's 31, 32, 44, 80
Russell's 2nd C, 2, 4, 29, 39, 43, 50, 67
PORTLAND Lipman Wolfe & Co. 4, 12, 12A, 27, 31, 34, 38, 39, 43, 46, 57, 77, 80, 81, 89
Meier & Frank Co. 4, 20, 29, 34, 38, 39, 44, 50, 52, 55, 57, 62, 63, 67, 71, 72, 73, 74, 80, 87, 98
Olds, Wortman & King 6, 39, 43, 44, 45, 57, 74, 80, 81, 166
Nicholas Ungar 4, 34, 38, 80, 83, 87, 98
Young's Gown Shop 41
Charles F. Berg 2, 36, 74, 98
SALEM
Miller's 36, 39, 55, 67, 80

PENNSYLVANIA

ALLENTOWN Hess Brothers 2nd C, 2, 4, 6, 12, 29, 32, 36, 39, 44, 57, 63, 67, 72, 80, 81, 87, 98
H. Leh 31, 44, 55, 57, 71
BETHLEHEM
Bush & Bull 39, 44, 55, 57, 67, 69
EASTON
Laubach's 39, 57, 67, 72, 81
ERIE Erie Dry Goods Co. 2, 32, 39, 44, 55, 57, 69, 71, 81, 93, 98
Halle Bros. Co. 4, 20, 36, 39, 43, 50, 57, 67, 98
Trask, Prescott & Richardson 10, 31, 39, 44, 57, 98
HARRISBURG Bowman & Co. 4, 12, 32, 39, 44, 55, 57, 59, 62, 93, 4th C
Pomeroy's 39, 44, 57, 81, 98
Mary Sachs 2nd C, 4, 29, 36, 39, 50, 52, 57, 67, 77, 82, 85, 89
William B. Schleisner 4, 12A, 34, 38, 39, 57, 63, 71, 84
LANCASTER
M. T. Garvin & Co. 31
Hager & Bro. 27, 39, 57, 61, 81
Mary Sachs 2nd C, 52, 57, 67, 77, 82, 85, 89
Watt & Shand 12, 26, 39, 44, 47, 55, 57, 71, 72
NEW CASTLE Strouss-Hirshberg 2nd C, 39, 44, 45, 57, 67, 81
PHILADELPHIA The Blum Store 4, 26, 36, 39, 47, 52, 57, 80, 81, 87, 98
Bonwit Teller & Co. 2nd C, 2, 4, 39, 45, 47, 49, 55, 57, 62, 63, 77, 80, 81, 98
Dewees 6, 26, 39, 57, 68, 80, 81, 89
Gimbel Brothers 4, 6, 29, 39, 44, 47, 57, 63, 69, 73, 80, 81, 83, 84, 98
Strawbridge & Clothier 4, 10, 12, 20, 39, 44, 57, 59, 71, 72, 80, 81, 98
John Wanamaker, Philadelphia 4, 6, 12A, 39, 44, 47, 74, 81, 87, 98
Oppenheim Collins 10, 31
PITTSBURGH
Boggs & Buhl 39, 47, 80
Frank & Seder 26, 31, 47
Gimbel Bros. 4, 6, 12A, 39, 41, 47, 57, 71, 80, 81, 98, 4th C
Joseph Horne Co. 2nd C, 4, 20, 27, 29, 32, 36, 39, 43, 44, 47, 49, 50, 55, 57, 63, 64, 74, 77, 80, 81, 83, 87, 89, 98
Kaufmann's 2, 4, 10, 12, 12A, 26, 39, 45, 47, 52, 57, 62, 68, 69, 72, 74, 80, 81, 83, 93, 98
READING The Jeannette Shop 2nd C, 49, 77, 89
Pomeroy's 20, 39, 44, 57, 72, 80, 81, 89
C. K. Whitner Co. 39, 43, 44, 47, 55, 71, 77, 81, 83, 98
SCRANTON Cleland-Simpson Co. 2, 12, 20, 39, 40, 44, 57, 62, 67, 72, 80, 81
WILKES-BARRE Fowler, Dick & Walker 10, 39, 40, 43, 44, 52, 55, 57, 62, 69, 71, 72, 81
Isaac Long 2nd C, 2, 29, 31, 39, 57, 67, 81
Pomeroy's 39, 44, 57, 81
YORK Charles H. Bear & Co. 31, 39, 47, 57, 62, 80, 81
S. Grumbacher & Son 39, 44, 67, 81
Jack's 2, 77

RHODE ISLAND

NEWPORT
The William Leys Dry Goods Co. 31, 67
PAWTUCKET
Durgin's 84
PROVIDENCE
Callender, McAusland & Troup 44, 57
Cherry & Webb Co. 4, 26, 28, 31, 39, 57, 64, 72, 79, 80, 98
Gladdings 2nd C, 2, 4, 6, 29, 47, 50, 55, 57, 63, 69, 71, 80, 81, 83, 87, 98
Shephard Store 26, 39, 57, 61, 62, 80, 84
Town & Country 67

SOUTH CAROLINA

CHARLESTON
Daisy Bogin Shop 67
Kerrison's 4, 39, 44, 50, 55
COLUMBIA
Belk Dept. Store 10, 26, 39, 44, 61, 77
Davison-Paxon Co. 2, 4, 6, 29, 34, 38, 39, 57, 62, 67, 80, 81
Haltiwanger's 31, 32, 50, 55, 71, 72
Lisbeth Wolfe 45, 67, 87
GREENVILLE
Belk-Simpson 10, 12A, 26, 29, 44, 71, 81
Ivey-Keith Co. 4, 39, 44, 50, 55, 57, 59, 61, 63, 80, 96, 98
Meyers-Arnold Co. 2nd C, 31, 32, 39, 57, 80, 84, 93
Patton, Tilman & Bruce 62
SPARTANBURG
The Aug. W. Smith Co. 12, 12A

SOUTH DAKOTA

SIOUX FALLS
Fantle Bros. 4, 44, 55, 57, 63, 80, 81, 83, 89

TENNESSEE

CHATTANOOGA Loveman's 2, 4, 26, 27, 31, 34, 38, 39, 41, 43, 44, 45, 47, 55, 57, 59, 69, 80, 81, 98
Miller Bros. Co. 4, 10, 12, 20, 39, 44, 50, 52, 57, 62, 63, 71, 77, 80, 83, 87
Pickett's 2nd C, 4, 34, 38, 49, 67, 72
Schumacker's 28, 50
KNOXVILLE
Miller's 2nd C, 4, 10, 20, 31, 39, 44, 50, 55, 57, 62, 63, 68, 71, 80, 98
S. H. George & Sons 4, 29, 39, 40, 43, 44, 69, 77, 80, 81, 83, 96
MEMPHIS The John Gerber Co. 4, 12, 29, 39, 44, 55, 57, 72, 80, 83
J. Goldsmith & Sons Co. 2, 26, 39, 44, 47, 57, 59, 62, 77, 80, 96
Phil A. Halle 2nd C, 4, 34, 38, 45, 98
Levy's 12A, 26, 28, 31, 39, 43, 50, 67, 69, 87, 98
B. Lowenstein & Bro. 4, 12A, 52, 57, 61, 63, 71, 80, 81, 98
NASHVILLE
Castner Knot 4, 29, 39, 69, 80
Cain-Sloan Co. 4, 20, 26, 39, 40, 43, 44, 47, 55, 57, 62, 71, 77, 81, 98
Grace's 2nd C, 4, 49, 63, 67
The Harvey Co. 10, 12, 39, 44, 57, 98, 166
Loveman, Berger & Teitlebaum 2, 4, 12A, 29, 39, 57, 59, 80, 81, 98
Rich, Schwartz & Joseph 27, 31, 83, 84

TEXAS

ABILENE Ernest Grissom's 2nd C, 12, 29, 49, 63, 67
AMARILLO
White & Kirk 2nd C, 4, 20, 31, 39, 44, 50, 55, 59, 63, 71, 72, 77, 89, 98
AUSTIN E. M. Scarbrough & Sons 2nd C. 4, 29, 39, 44, 45, 57, 63, 74, 80
T. H. Williams & Co. 12, 26, 31, 44, 55, 67, 73, 80, 81, 93
BEAUMONT
The Fashion 20, 43, 57, 67, 80, 98
White House Dry Goods Co. 2nd C, 4, 12, 26, 39, 44, 47, 50, 57, 63, 71, 73, 80, 83, 4th C
CORPUS CHRISTI Lichtenstein's 4, 20, 39, 44, 49, 55, 57, 63, 71, 80, 98
Perkins Bros. 2nd C, 36, 38, 40, 44, 50, 73, 98
DALLAS A. Harris & Co. 12, 20, 26, 43, 44, 57, 62, 72, 73, 80
Neiman-Marcus Co. 2nd C, 2, 4, 12A, 26, 29, 34, 36, 38, 39, 47, 49, 59, 61, 67, 80, 87, 98
Sanger Bros. 40, 44, 45, 57, 71, 73, 77, 80, 81, 83
Titche, Goettinger Co. 4, 26, 31, 44, 45, 55, 57, 58, 63, 73, 80, 81
DENTON H. M. Russell 2, 20, 29, 39, 44, 71, 73
EL PASO Popular Dry Goods Co. 2nd C, 12A, 29, 31, 39, 44, 45, 55, 57, 59, 63, 67, 69, 72, 73, 74, 80, 81, 83, 4th C
The White House 10, 27, 32, 57, 69
FORT WORTH
The Fair 2nd C, 2, 4, 26, 36, 39, 45, 49, 50, 57, 67, 80, 84, 98
Meacham's 29, 34, 39, 52, 57, 59, 62, 80, 81
Monnig Dry Goods Co. 12, 26, 31, 39, 44, 45, 47, 55, 57, 71, 72, 73, 80, 98
W. C. Stripling Co. 12A, 26, 39, 40, 43, 44, 45, 57, 73, 74, 80, 83
Washer Bros. 20, 47
GALVESTON
Robert Cohen 27, 31, 55, 71, 84
Eiband's 44, 73, 80
E. S. Levy & Co. 4, 29, 39, 40, 41, 45, 57, 80, 82, 89, 98
Nathan's 63, 67
HOUSTON Everitt-Buelow Co. 4, 38, 39, 52, 80, 89, 98
The Fashion 4, 29, 34, 36, 39, 45, 49, 55, 57, 80
Foley's 4, 32, 39, 43, 44, 57, 62, 71, 72, 73, 80, 81
Sakowitz Bros. 2nd C, 4, 12A, 26, 39, 57, 59, 67, 80, 81, 98
Levy Bros. 50, 63, 74
Rupley's 2, 31, 98
Battlestein's, 73, 98
LUBBOCK Hemphill-Wells Co. 4, 12, 12A, 34, 38, 39, 44, 50, 55, 57, 62, 63, 69, 73, 77, 98
PORT ARTHUR Bluestein's 27, 44, 55, 57, 63, 67, 73, 80
SAN ANGELO
Fashion Shop 2nd C, 29, 31, 45, 57
Hemphill-Wells Co. 12, 12A, 55
SAN ANTONIO Frost Brothers 2nd C, 2, 4, 12, 12A, 20, 29, 31, 34, 38, 39, 44, 45, 49, 50, 52, 55, 57, 59, 62, 67, 74, 80, 98
Joske of Texas 4, 26, 39, 44, 45, 57, 63, 71, 72, 80, 98
Wolff & Marx 27, 73
WACO
Bauer-McCann 2nd C, 2, 80
R. E. Cox Dry Goods Co. 4, 29, 44, 45, 57, 61, 72, 77, 80, 84, 98
Goldstein-Migel Co. 39, 44, 55, 63, 71, 73, 89
Sach's 32, 41, 80
WICHITA FALLS McClurkan's 4, 29, 31, 38, 55, 57, 63, 67

UTAH

SALT LAKE CITY Auerbach Co. 2, 4, 6, 12, 12A, 45, 55, 57, 71, 72, 74, 77, 80, 81, 98
Makoff 4, 12A, 28, 59, 62, 63, 67, 83
Z. C. M. I. 2nd C, 12A, 29, 36, 44, 45, 57, 81, 83, 87, 98, 4th C

VERMONT

BURLINGTON Abernethy-Clarkson 4, 6, 29, 31, 44, 55, 57, 67, 72, 81, 96

VIRGINIA

ALEXANDRIA
Preis 29, 57
ARLINGTON
Wynn's Feminine Apparel 29
CHARLOTTESVILLE
Barbara Rosser 96
Ellington's 61, 84
LYNCHBURG
C. M. Guggenheimer Corp. 57, 80, 81
J. R. Milner 55, 77
NORFOLK Ames & Brownley 2nd C, 39, 44, 50, 57, 71, 80, 81, 87, 96, 98
The House of Arthur Morris 52, 59
Smith & Welton 12, 29, 39, 57, 62, 72, 77, 98
Rice's 27, 84
PORTSMOUTH
H. Berson 31, 77, 84
RICHMOND Miller & Rhoads 4, 10, 20, 39, 44, 50, 55, 57, 58, 62, 63, 71, 77, 80, 82, 83, 98
Montaldo's 2nd C, 4, 12A, 29, 36, 39, 49, 52
Thalhimer Bros. 2, 4, 12, 12A, 29, 39, 41, 44, 45, 57, 59, 68, 72, 80, 81, 83, 87
ROANOKE S. H. Heironimus Co. 2nd C, 10, 29, 31, 39, 44, 50, 55, 57, 71
Smartwear-Irving Saks 39, 57, 62, 77, 80, 82, 84

WASHINGTON

SEATTLE Best's Apparel 2nd C, 2, 4, 12A, 26, 29, 34, 39, 41, 45, 47, 50, 57, 59, 67, 74, 80, 81, 83, 87, 98
The Bon Marche 4, 20, 26, 39, 45, 57, 62, 74, 77, 80, 81, 98
Frederick & Nelson 4, 10, 12, 36, 39, 43, 44, 45, 57, 71, 74, 80, 81, 83, 87, 89, 98
Littler's 80
I. Magnin & Co. 4, 12A, 34, 39, 46, 87, 98
Rhodes Dept. Store 4, 43, 44, 55, 57, 61, 72, 74, 80, 98, 166
SPOKANE The Crescent 12, 36, 39, 44, 45, 55, 57, 67, 72, 166
Haddad's 2nd C, 83
TACOMA Lou Johnson Shop 2nd C, 2, 4, 34, 67, 87
Rhodes 20, 32, 39, 44, 57, 68, 71, 72, 74, 80, 83, 166

WEST VIRGINIA

CHARLESTON Coyle & Richardson 4, 10, 12, 39, 44, 50, 57, 72, 77, 80, 98
The Diamond Dept. Store 20, 55, 57, 71, 81, 98
Stone & Thomas 2nd C, 39, 43, 57, 59, 80, 81
HUNTINGTON
Anderson Newcomb Co. 2, 4, 12, 39, 44, 55, 57, 71, 77, 80, 81, 87
Marion Biern, Inc. 34, 38
Bradshaw-Diehl Co. 57, 80, 98
WHEELING
L. S. Good 27, 39, 44, 57
The Hub 26, 28, 36
Stone & Thomas 2nd C, 39, 50, 55, 57, 59, 62, 67, 71, 72, 77, 80, 81, 98

WISCONSIN

KENOSHA
Hyslop Dept. Store 39, 69
Lepp Co. 32
MADISON
Harry S. Manchester 4, 12, 20, 39, 44, 45, 55, 57, 68, 74, 80, 167
MILWAUKEE Boston Store 4, 6, 12A, 20, 34, 39, 47, 57, 74, 80, 81
T. A. Chapman Co. 4, 36, 39, 47, 57, 72, 80, 81, 87
Gimbel Bros. Inc. 4, 10, 29, 39, 44, 45, 47, 57, 62, 80, 81, 98, 4th C
Ed Schuster & Co. 4, 6, 31, 39, 47, 57, 69, 71, 80, 81
Smartwear-Emma Lange 2nd C, 4, 47, 50, 57, 59, 61, 63, 80, 98
Stuart's 2, 77
RACINE Zahn Dry Goods Co. 4, 32, 39, 55, 57, 72, 80
WAUWATOSA
The Peggy Shop 31, 61

WYOMING

CASPER Kassis Dept. Store 32, 44, 57, 63, 71, 80

A DAVID CRYSTAL FASHION

as seen on page 21



to be found at the following stores:

Akron .....Birnbaum's
Albany .....Flah's
Asheville.....Carroll & Co., Inc.
Atlanta .....Regenstein's
Baltimore.....Hutzler Bros. Co.
Binghamton.....Hills, McLean & Haskins
Boston.....C. Crawford Hollidge, Ltd.
Cincinnati.....Henry Harris, Inc.
Cleveland .....Lindner-Davis Co.
Colorado Springs.... .Martin's Dress Shop
Dallas .....Neiman-Marcus
Davenport ....Petersen-Harned-Von Maur
Dayton.....Elder & Johnston Co.
Denver.....The Gano Downs Co.
Des Moines.....Younker Bros., Inc.
Detroit.....Himelhoch Bros. & Co.
Durham.....R. L. Baldwin Co., Inc.
Easton .....Bird Speakman
El Paso.....Popular D. G. Co.
Evanston.....Edgar A. Stevens
Evansville.....De John, Inc.
Fort Worth.....The Fair
Fresno .....Bruckner's
Hanford .....Merviss
Hartford.....G. Fox & Co.
Houston .....Sakowitz Bros.
Indianapolis.....L. S. Ayres & Co., Inc.
Jacksonville .....Purcell's
Jamestown .....Nord's
Kansas City.....Woolf Bros., Inc.
Lincoln.....Miller & Paine, Inc.
Louisville.....H. P. Selman & Co.
Lynchburg.....J. R. Millner Co.
Memphis.....Phil A. Halle, Inc.
Miami .....Burdine's
Minneapolis.....The Dayton Co.
New Haven.....Hamilton & Co.
Norfolk.....Smith & Welton
Oak Park.....W. Y. Gilmore & Sons
Oklahoma City.....Al Rosenthal
Omaha.....J. L. Brandeis & Sons
Orlando.....Dixon Ives Co., Inc.
Philadelphia .....John Wanamaker
Pittsburgh.....Joseph Horne Co.
Portland.....J. E. Palmer
Richmond .....Thalhimer Bros.
Rochester.....B. Forman Co.
San Antonio.....Frost Bros.
San Diego.....Marston Co.
South Bend.....The Frances Shop
Spokane .....The Crescent
Springfield.....Forbes & Wallace
Syracuse .....Flah's
Tacoma .....Lou Johnston
Tucson .....Levy Bros.
Tulsa.....Woolf Bros., Inc.
Ventura .....Jack Rose
Walla Walla.....Dorothy Greenough
Washington .....Julius Garfinckel
Wilmington .....Bird Speakman
Worcester .....Richard Healy
Yakima .....Dorothy Greenough

PRIX DE PARIS

(Continued from page 99)

and promotion assistants. Others hold key editorial jobs on *Woman's Home Companion, Woman's Wear Daily, Seventeen, Flair, Interiors,* the *Philadelphia Inquirer* and the *Columbus Enquirer.*

But the magic of the Prix begins at the beginning, from the moment of entrance into the competition. Vogue is trying to find talent, not lose it, and this objective gives a unique cast to the Prix: alone among major competitions it is conducted not to eliminate contestants but to keep them in. Encouraging letters, extensions (for just cause) of deadlines help the entrants on their way. The competition itself now consists of two quizzes (published in the August 15 and December issues of Vogue) each with two choices on fashion and two choices on feature subjects. (Sample fashion question: "Study the 'sure fashions' shown in the issue. From them, plan a wardrobe that would be particularly appropriate for your tastes, campus, and activities.") When the quiz papers drift down on Vogue like snowfall (1,398 seniors in 276 colleges entered the 1949 Prix), Vogue editors read them with more than searching interest, feeling something of the mounting anticipation of prospectors on the scent of gold.

Inevitably some Prix entrants drop out as the contest goes along, but Vogue eliminates no one until every quiz is in. Then the field is narrowed: first to about two hundred girls, who are then eligible to write a final 1,500-word thesis. (A choice of subjects is published in February 1 Vogue. Sample: "You have been reading Vogue consistently since the August 15 issue. Thinking back, or refering, to the issues, discuss the variety of non-fashion editorial material covered during that period. What other material of this type do you feel could have been included or given more emphasis? What issues do you feel were particularly interesting and why?")

Lastly, of the twelve chosen, two receive the top awards and ten receive honourable mention. The first prize is a contract with Vogue for one year, of which six months will be spent in the New York office, and six months in the Paris office. The second prize is a six month job in the Vogue New York office. Each girl who gets honourable mention receives $25. Occasionally a special award is made to one girl who then has a three months' trial at Vogue.

The Prix's prizes are only categorically restricted to the twelve. Many of the top non-winners receive prior consideration for suitable openings with Condé Nast, and introductions to an exhaustive nation-wide list of similar enterprises. Every Prix contestant, down to the least victorious, becomes a permanent "fellow" of the Prix—and, as such, never again an outsider in her relationship to the Vogue editors.

"The Prix is really a course as much as a competition," a Prix spokesman said, "with Vogue for a textbook. Any girl who completes the quizzes has had a degree of concrete

(Continued on page 182)





Thornton



Luxurious
Merrimac Velour...
In lovely Fall and pastel
shades. At better stores.
Write for name of
store nearest you.

THORNTON HAT CO.
411-5th Avenue
New York, N. Y.



At your favorite store, or write
LEONORA silk underwear co., inc., 112 Madison Ave., New York 16

PRIX DE PARIS

(Continued from page 181)

magazine experience. Even when her editorial talents are limited, she often reveals in the contest other talents that are highly usable. That is why, winner or not, she interests Vogue."

That non-winners have chances may explain in part why hundreds of students every year, to the pressing activities of senior year, voluntarily add an extracurricular course that costs them time, toil, and talent. Yet starters in any competitive event aim to be winners, and certainly it is the Prix with "Paris" tacked to it, and a contract with Vogue, that spurs their efforts and raises the harrying questions: What does it take to win? What do winners do, what do they say that catches the judges and captures the Prix?

Contestants in the 15th Prix, just completed, were judged on "writing ability, grasp of subject matter, and evidence of a special talent." Beyond meeting these contest criteria, a survey of past Prix winners reveals they had little in common. They came from small colleges and big universities, from villages and cities, from Ecuador and South Africa as well as Maine, Montana, and Massachusetts. They majored in archæology, music, psychology, science, journalism, home economics, history, art, and English literature—with an edge for art and literature. Some had travelled, some had held summer jobs, some had worked on college magazines; some hadn't. Some held Phi Beta Kappa keys, some spoke "a little French"; some didn't.

Clearly, circumstances, like the flowers that bloom in the spring, have nothing to do with the case, and the talent that takes the Prix is the prerogative of no one kind of person or place. But though talent can't be taught, the seven Prix judges find there are a few pros and cons that affect their judgment of talent, and have drawn up a modest balance sheet, as T. S. Eliot says, "of half-hints and guesses."

The judges, then, believe it is a mistake for an entrant to try to write or think in fancied imitation of Vogue. A magazine's style evolves on the premises, where it comes naturally, and a Prix contestant who does not write out of herself, and on her own premises, tangles her line of thought in alien attitudes and misses the fish. The judges find, too, that they grow wary when quiz papers fall into journalistic jargon ("swoon-crooner"), high-sounding fancy language ("milady"), trite phrases ("gracious living"), careless grammar, bad spelling ("relly" throughout one paper was the word for really), and feckless statements ("If you go to college, you must have clothes").

Unnecessary length in a paper, unnecessary elaboration in a layout—windy words, fancy lettering and cutouts—also leave the judges unimpressed. It is the thought, the clarity that counts.

In answers either to fashion or feature questions, a personal style, a fresh perspective, an idea clearly and aptly presented are what the judges look for: and evidence of an interest-

(Continued on page 184)

1* of sugar
2* of lime or lemon juice
3* of ice and water
4* of Myers's Jamaica Rum
Add a dash of bitters and a maraschino cherry. A Planters' Punch as it should be made. (*Equal parts)



Serve and sip delightedly

And, of course, the rum must be

MYERS'S

"Planters' Punch" Brand
JAMAICA RUM
97 Proof

R. U. Delapenha & Co., Inc.
Sole U.S. Distributor
57 Laight Street New York, N. Y.

THE DAVID CRYSTAL

dress in Burlington's Southdown flannel featured on page 38 can be found at the following stores:

Akron	Birnbaum's
Amarillo	Blackburn Bros.
Atlanta	J. P. Allen
Baltimore	Hochschild, Kohn & Co.
Boston	W. Filene's Sons Co.
Buffalo	L. L. Berger, Inc.
Charlotte	Ed. Mellon Co.
Cincinnati	Henry Harris, Inc.
Cleveland	Higbee Co.
Denver	The Gano Downs Co.
Des Moines	Younker Bros.
Detroit	B. Siegel Co.
Easton	Bird Speakman
El Paso	Popular D. G. Co.
Evansville	Strouse & Bros.
Ft. Worth	E. E. Cox
Fresno	Bruckner's
Hartford	Stackpole, Moore & Tryon
Houston	Ralph Rupley
Indianapolis	Wm. H. Block Co.
Jacksonville	Cohen's
Kalamazoo	W. Y. Gilmore & Sons
Kansas City	Woolf Bros., Inc.
Little Rock	M. M. Cohn
Louisville	Byck Bros. & Co., Inc.
Memphis	Levy Bros.
Miami	Burdine's
Oak Park	W. Y. Gilmore & Sons
Orlando	Dixon Ives Co., Inc.
Philadelphia	The Blum Store
Pittsburgh	Jonasson's
Portland	J. E. Palmer
Providence	Gladding's
Richmond	Thalhimer Bros.
Ridgewood	Jenny Banta
San Antonio	Cross Bros.
San Francisco	The White House
San Jose	The Appleton Co.
Seattle	Best's Apparel, Inc.
Spokane	The Crescent
Syracuse	Flah's
Toledo	Sophia Lustig
Tucson	Levy Bros.
Washington	Raleigh's
Wilmington	Bird Speakman

Here are stores at which you can find the

MARY STEVENS

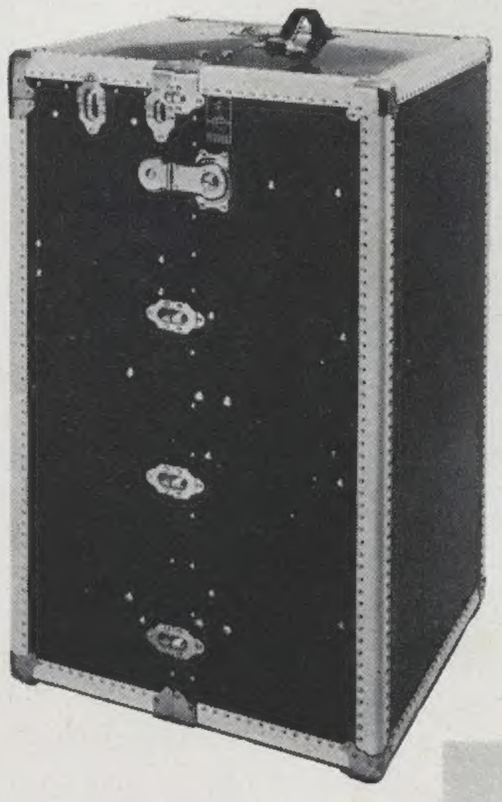
styles featured on page 49

Abilene, Texas.....Ernest Grissom's
Albany, N. Y.....W. E. Walsh & Sons
Amarillo, Texas.....Blackburn Bros.
Anderson, Ind.....The Towne Shoppe
Atlanta, Ga.....Rich's (Specialty Shop)
Augusta, Ga.....Cullums
Austin, Texas.....Goodfriends
Baton Rouge, La.....Manheim's
Birmingham, Mich.....Kay Cooley, Inc.
Boston, Mass.....Jay's, Inc.
Bryan, Texas.....Lester's Smart Shop
Charleston, S. C.....Snelgrove's
Charleston, W. Va.....Annette's
Charlotte, N. C.....Montaldo's
Chicago, Ill.....Chas. A. Stevens & Co.—Designer's Shop
Cleveland, Ohio.....Higbee Co. (Gown Shop)
Columbus, Ohio.....Montaldo's
Corpus Christi, Texas.....Lichtenstein's
Dayton, Ohio.....Lenore Zapoleon, Inc.
Denver, Colo.....Montaldo's
Des Moines, Iowa.....Norman Cassiday, Inc.
Detroit, Mich.....J. L. Hudson Co.
East Orange, N. J.....Doop's
El Dorado, Ark.....El Dorado House
Elkhart, Ind.....Stephenson's
Erie, Pa.....Edith Meiser Shop
Evanston, Ill.....Bramson's
Evansville, Ind.....De Jong's, Inc.
Fort Worth, Texas.....The Fair
Fresno, Calif.....E. Gottschalk & Co.
Gainesville, Ga.....Ronald's
Grand Rapids, Mich.....Yager's
Green Bay, Wis.....Nau's
Greensboro, N. C.....Montaldo's
Hamlet, N. C.....Mary Rice
Hazleton, Pa.....Catherine's
Houston, Texas.....The Fashion
Hubbard Woods, Ill.....Chas. A. Stevens & Co.
Jacksonville, Fla.....Levy's, Inc.
Kalamazoo, Mich.....Gertrude Heath Collins
Kansas City, Mo.....Woolf Bros., Inc.
Lake Charles, La.....Riff's
Longview, Texas.....Riff's
Louisville, Ky.....Jenny Lind & Jenny Lind Jr.
Lubbock, Texas.....Margaret's
Memphis, Tenn.....Helen Shop
Minneapolis, Minn.....Harold's, Inc.
Nashville, Tenn.....Grace's, Inc.
New Brunswick, N. J.....Preger's
New Orleans, La.....Kreeger Store, Inc.
New York City.....Saks Fifth Avenue
Norfolk, Va.....Florence Wilson Shoppe
Oakland, Calif.....Joseph Magnin
Oak Park, Ill.....Bramson's
Oklahoma City, Okla.....Margaret's
Palo Alto, Calif.....Joseph Magnin
Paterson, N. J.....Eleanor's
Petersburg, Va.....Wice's
Philadelphia, Pa.....Bonwit Teller & Co.
Pittsburgh, Pa.....Joseph Horne Co. (Glendale)
Portland, Oregon.....Evelyn Gibson Gowns
Providence, R. I.....Charlotte Ress
Raleigh, N. C.....Ivey-Taylor Co.
Reading, Pa.....Jeannette Shops
Reno, Nevada.....Joseph Magnin
Richmond, Va.....Montaldo's
Rochester, N. Y.....Jewett, Inc.
Rockford, Ill.....Edith Parrish
Sacramento, Calif.....Joseph Magnin
Sacramento, Calif.....Town & Country
St. Louis, Mo.....Lockhart's, Inc.
Salt Lake City, Utah.....Mullett-Kelly Co.
San Antonio, Texas.....Frost Bros.
San Francisco, Calif.....Joseph Magnin
San Mateo, Calif.....Joseph Magnin
Sarasota, Fla.....Virginia Thier
Shreveport, La.....Baird's, Inc.
South Bend, Ind.....Ellsworth's
Springfield, Mass.....Josephine Smith
Springfield, Mo. .....Neff-Petterson
Stamford, Conn.....French Shop
Stockton, Calif.....Nell Fitzgerald
Sweetwater, Texas.....Levy's
Toledo, Ohio.....Camilla Shoppe
Tulsa, Okla.....Dorothy's
Utica, N. Y.....Eleanor Clinton Shop
Washington, D. C.....Julius Garfinckel & Co.
Wheeling, W. Va.....George R. Taylor Co.
Wilmington, Del.....Bird-Speakman, Inc.
Winston-Salem, N. C.....Montaldo's
Ottawa, Can.....A. J. Freiman, Ltd.

SILENT PORTERS



Above: A sports roll, 20" of blue duck with a Talon zipper of the same length; sun-tan cowhide trim. The duffel bag idea; well-rounded. By Kaufmann, $15 plus tax; from Abercrombie & Fitch.



Left: Usually the first on the scene, a 12-hanger wardrobe trunk to go on before with the "most" of your wardrobe. In black fibre with cowhide trim, brass fastenings. By Oshkosh, $135 plus tax.

Below: A silent porter, this 21" overnight or small week-end case of black and white tweed patterned canvas is edged in oak-bark tan steerhide. By Wheary, $32.50 plus tax. From Altman.





Left: Plaid water-repellent canvas duffel bag that holds just about everything—including last minute thoughts. Additions: zipper closing; tan cowhide trim. By Greatrex. $18.75 plus tax. From Altman.



Right: Many sides, many angles to this black calfskin bag—and each one stands firm. The top opens wide, the clasp closes tightly. By Ronay, $13 plus tax. From Franklin Simon. *Other shops are on page 86.*

GRIGSBY

... new for school

raincoat and briefcase combination

$5.95



EXYLIN

fashion's pure plastic material

Keeps you, your books, purse and papers bone-dry! Bright gift idea!

What a buy! Waterproof EXYLIN in a hooded raincoat and briefcase. When weather threatens, carry your books, papers *and* raincoat in the briefcase to be ready for rain. The coat, beautifully tailored, has electro-welded water-tight seams. Lustrous EXYLIN is odorless, wipes clean, wears like mad. Translucent clear, smoke grey. Coat alone, S-M-L, $3.95. Briefcase, only $2.

Slightly higher west of Rocky Mountains

Look for the name EXYLIN on closet and travel accessories, too!

at better stores

Made from Vinylite Brand Resins

McCOY, JONES & COMPANY, INC.
Division of General American Transportation Corp.
915 Merchandise Mart • Chicago 54



PRIX DE PARIS

(Continued from page 182)

ing taste and a ranging mind. A contestant's ability to sense relationships between her subject and others outside it, to use her knowledge of history, the arts, politics, news, persons and places to enliven and to extend the boundaries of a theme, also, the judges say, counts in her favour.

So do indications of editorial astuteness. A girl who says she'd like to see a feature in Vogue on the Shakespearean drama is probably grappling with the ghost of English II; one who sees feature possibilities in relating the poetic drama of Christopher Fry to Restoration comedy is clearly grappling with more than the ghost of an idea. A similar distance separates a contestant who suggests a fashion page devoted to red sweaters, period, from one who proposes a single red sweater shown seven different ways—and explains the ways.

Sometime in May, every May, twelve girls journey to New York as the guests of Vogue for an arduous week end at the Waldorf. (Inability to attend the New York week end, the judges are very clear, in no way prejudices the contestant's chances.) Now for the first time they meet Vogue face to face, and the Prix girls meet each other. Alarums and excursions alarmingly abbreviate the days: closed consultations; open discussions; sessions under the Vogue cameras; a dinner at the Pierre at which, between courses, the visitors shift three times to new partners among the Prix judges and other top Condé Nast staff members who attend it; a luncheon of Prix graduates, old and new; a party, rounded out by a covey of young and often Yale men flushed for the evening by the Prix veterans, that moves from the Stork Club to the St. Regis.

The next day by planes and trains and other motor vehicles twelve well-met girls depart for twelve disparate campuses. The judges know the hierarchy of winners; the girls do not. The girl with Paris in her stars has Paris in her pocket, but does not know it. "I shook all day," said Vogue writer Ruth Dion when, back on the Skidmore campus from her New York week end, she learned that she had carried the 13th Prix. "I didn't say a word all day."

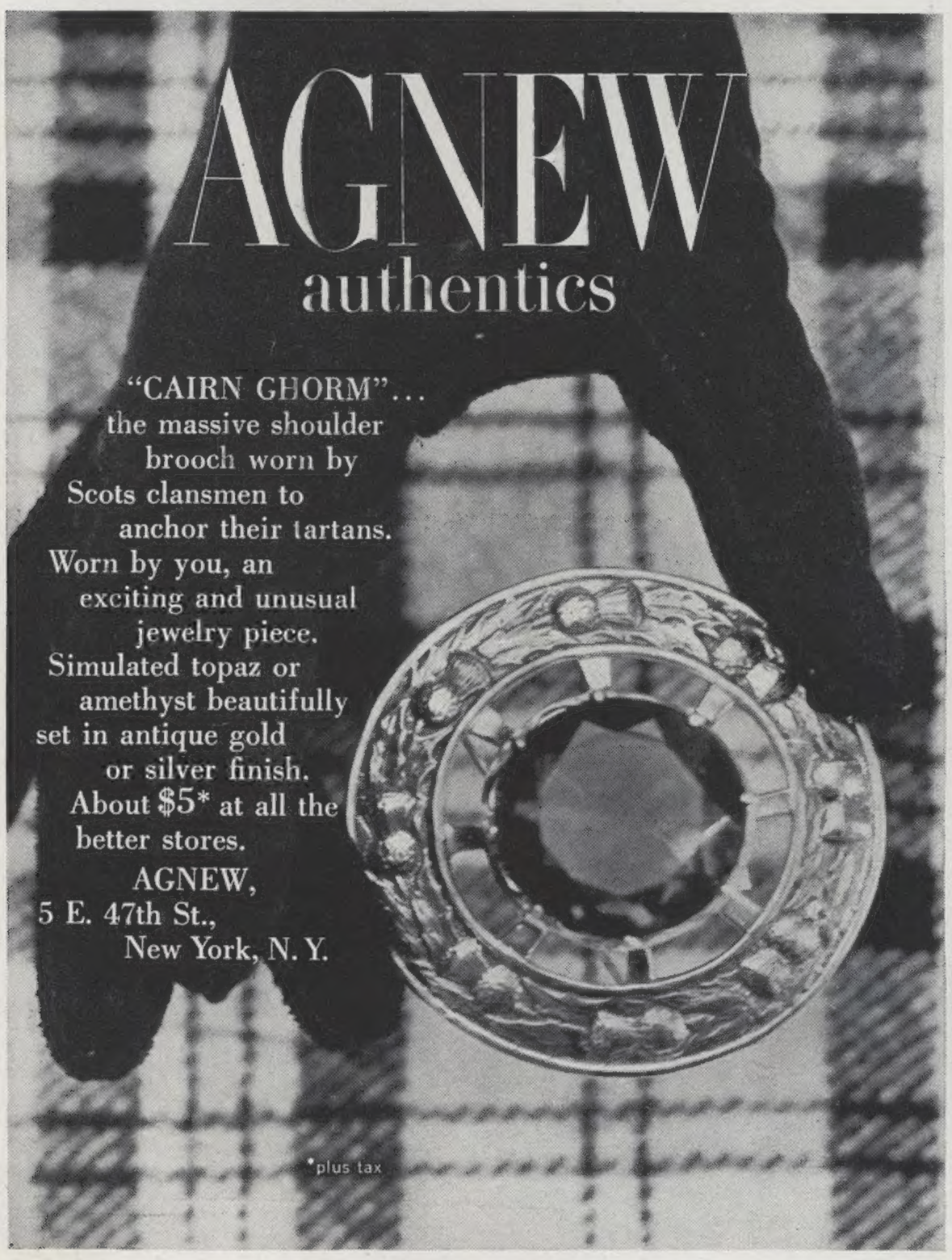
Prix girls are Vogue babies even in Paris—on a Vogue job under Vogue's wing. It is in Paris that the Prix girl overhears something that no teacher can tell her: the intimate, ceaseless dialogue between art, fashion and daily bread that is native there—and rarer elsewhere. In the city of Lanvin, Picasso, Gide, and Escoffier, where poet and peasant, the chef and the *chef d'œuvre* contribute inseparably to the splendour of living, the Prix "baby" comes of age. She looks out through the wide window of an old and very great civilization. The prospect rewards her, and she in turn rewards Vogue and Vogue readers. It is the analogy of the pebble in the Paris pool, the arcs spread out in wider and wider circles. [*The announcement of Vogue's 16th Prix de Paris, and the application blank are on page 78. The rules and first quiz are on page 88.*]



MILLIKEN WOOLENS—David Crystal dress

The following is a list of additional stores where the David Crystal dress in Milliken fabric shown on page 34 may be found.

Akron, Ohio	Birnbaum's
Albany, New York	Flah & Co.
Amarillo, Texas	Blackburn Bros.
Asheville, North Carolina	Carroll & Co., Inc.
Atlanta, Georgia	J. P. Allen & Co.
Baltimore, Maryland	Hochschild, Kohn & Co.
Boston, Massachusetts	Jordan, Marsh Co.
Bridgeport, Connecticut	D. M. Read Co
Charlotte, North Carolina	Reynold's
Chattanooga, Tennessee	Miller Bros. Co.
Chicago, Illinois	Carson, Pirie Scott & Co.
Cincinnati, Ohio	Jenny Co.
Cleveland, Ohio	Higbee Co.
Colorado Springs, Colorado	Martin's Dress Shop
Columbia, South Carolina	Mary Lowe
Dallas, Texas	Neiman-Marcus
Davenport, Iowa	Petersen-Harned-Von Maur
Dayton, Ohio	Rike-Kumler Co.
Denver, Colorado	Gano Downs Co.
Des Moines, Iowa	Younker Bros.
Detroit, Michigan	J. L. Hudson Co.
Durham, North Carolina	R. L. Baldwin Co., Inc.
El Paso, Texas	Popular Dry Goods Co.
Fort Lauderdale, Florida	Long & Field
Fresno, California	Bruckner's
Greensboro, North Carolina	Ellis, Stone & Co.
Hanford, California	Merviss
Honolulu	McInnery, Ltd.
Houston, Texas	The Fashion
Indianapolis, Indiana	Wm. H. Block Co.
Jacksonville, Florida	Purcell's
Kalamazoo, Michigan	Gilmore Bros.
Knoxville, Tennessee	Miller's
Lincoln, Nebraska	Miller & Paine, Inc.
Little Rock, Arkansas	Gus Blass Co.
Louisville, Kentucky	Byck Bros. & Co., Inc.
Lynchburg, Virginia	J. R. Millner Co.
Memphis, Tennessee	John Gerber Co.
Miami, Florida	Burdine's, Inc.
New Haven, Connecticut	Hamilton & Co.
New Orleans, Louisiana	Kreeger Store, Inc.
New York, N. Y.	Best & Co.
Norfolk, Virginia	Smith & Welton
Oak Park, Illinois	W. Y. Gilmore & Sons
Omaha, Nebraska	J. L. Brandeis
Orlando, Florida	Dickson Ives Co., Inc.
Philadelphia, Pennsylvania	The Blum Store
Portland, Oregon	Ungar, Inc.
Richmond, Virginia	Greentree's
St. Petersburg, Florida	Rutland Bros. Inc.
San Antonio, Texas	Frost Bros.
San Diego, California	Marston Co.
South Bend, Indiana	The Frances Shop
Spokane, Washington	The Crescent
Syracuse, New York	Flah & Co., Inc.
Tacoma, Washington	Lou Johnston
Toledo, Ohio	Lamson Bros. Co.
Tucson, Arizona	Levy Bros.
Ventura, California	Jack Rose
Walla Walla, Washington	Dorothy Greenough
Washington, D. C.	Julius Garfinckel
Wilmington, Delaware	Fisher's
Winston Salem, North Carolina	Thalhimer & Sosnick
Yakima, Washington	Dorothy Greenough



PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.



Beautiful Hair

BRECK



ENJOY BRECK TREATMENTS AT YOUR BEAUTY SHOP DURING THE SUMMER MONTHS

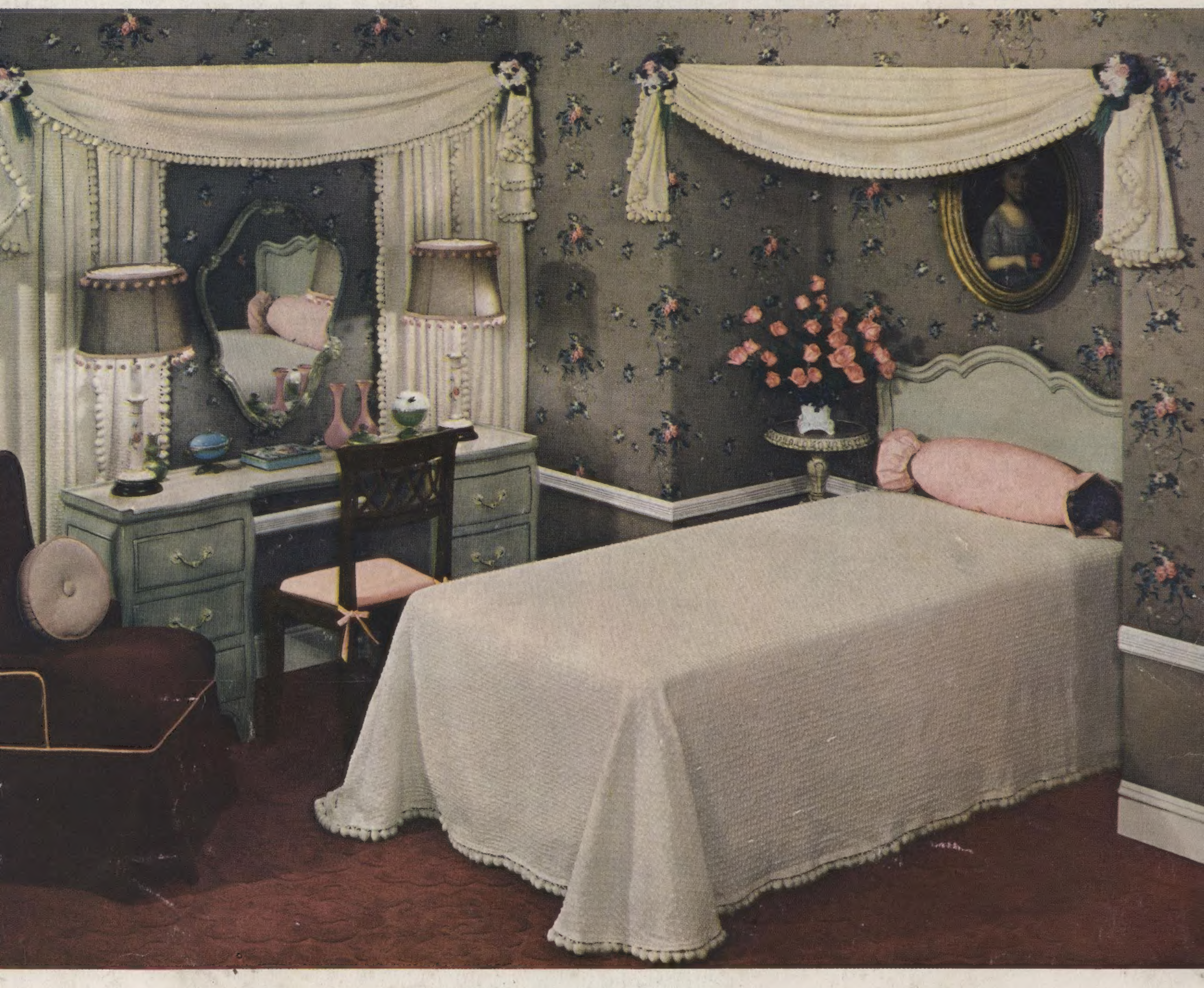
A Professional Breck Hair and Scalp Treatment cleans the hair and scalp thoroughly leaving the hair soft, lustrous, and easy to manage. During the summer months hair oftentimes loses its natural beauty. Frequent exposure to sun and water may make the hair dry and unmanageable. Ends of the hair may become brittle and harsh. A Professional Breck Hair and Scalp Treatment including a massage with Breck Hair Cream No. 1, a Breck Shampoo, and a refreshing application of the correct Breck Hair Lotion will help to improve these hair and scalp conditions.

Breck Preparations are available at Beauty Shops and wherever cosmetics are sold.

JOHN H. BRECK INC. • MANUFACTURING CHEMISTS • SPRINGFIELD 3 MASSACHUSETTS
NEW YORK • SAN FRANCISCO • OTTAWA CANADA

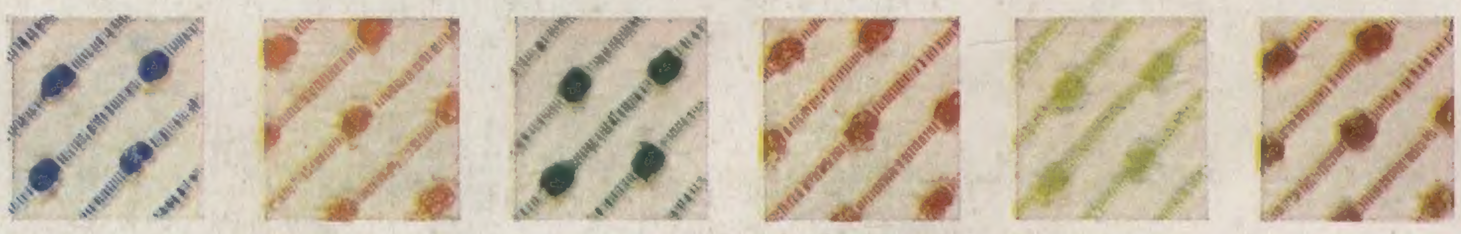
A prize at a price

Original with Bates, a new bedspread with draperies to match . . . a new design with fresh texture interest, with a timeless, priceless quality. The fine white cotton background is embroidered in soft little dots . . . suggesting the charming, old-fashioned effect of diamond-pattern quilting. Wonderfully washable, wrinkle-resistant, infinitely long-lasting. Available at fine stores across the country. Bates Fabrics, Inc., 80 Worth Street, New York 13.



Bates new "Stardust" *in white, dotted in white, rose, rust, red, dark green, light green, or blue . . . edged in ball fringe. Bedspread and matching draperies, each $9.95; slightly higher in the West. An extra pair of draperies makes the swags shown.*

Bates



BEDSPREADS AND MATCHING DRAPERIES